INFORMANT

JANUARY, 1938 BROOKLYN, N. Y.

30,000 Publishers for "His Work"

Will You Be One of Them?

February 5-13, 1938

Enemies and *Riches* to Be Offered on a Contribution of 50c

Ever since the Columbus convention we have been talking 30,000 publishers. We know there are that many and more that are associated with the various companies throughout the country. Apparently there are some who have been attending meetings for a long time but who do not yet appreciate fully the great privilege and responsibility that rests upon those who know the Lord to engage in the witness work. To show how great is this responsibility, we quote from a recent *Watchtower:*

"How many today truly appreciate the kingdom of God under Christ? It is manifest that there are those who think themselves the true followers of Christ who do not appreciate the kingdom, because they go on in an indifferent way and show no real faith in God and in his kingdom and no keen desire to serve the same. The fact that they take little or no part in the work that God commands to be done and that must now be done in obedience to his will is proof that their interest in the kingdom is at a very low ebb, if they have any interest therein at all. These who attend the assembly of God's people hear the message of truth proclaimed and hear emphasized particularly the commandment that the kingdom must now be preached, and then they go their way and ignore the commandment of the Lord and fail or decline to take any part whatsoever in preaching this gospel of the kingdom, and thereby they show that they have no appreciation of the kingdom and will never be permitted to share its profits, *unless they are quickly aroused and become truly active.*" (*W* Dec. 15, 1937)

We hope that those who have been negligent or indifferent to their kingdom interests will now fully awake to their responsibility. To have a part in proclaiming the message of the Kingdom is the greatest privilege that men have ever had. Everything else pales into insignificance when compared to it. "No one can now obey God's commandment by substituting some other person for himself. It is an individual responsibility. It is an opportunity for each one to prove his devotion to Jehovah. It is now war time and the witnesses of the Lord must now be engaged in that war, and their part therein is singing the praises of Jehovah and his King; and that song of praise sung in full confidence to the Lord strikes terror to the heart of the enemy." (*W* Dec. 1, 1937)

Let each company consider this matter in their service meetings between now and this next testimony period. If there are some in your company that have not been engaging in the witness work, perhaps you can help them to see their responsibility. If they have some difficulties which have prevented their putting in time in the field, maybe you can help them to overcome them. It is our privilege to stand together in this war, not to attempt to drive anyone into the Lord's service, but to assist one another in every way possible.

The next thing to consider is time in the field. This testimony period comes in the middle of winter, and we can expect severe weather. However, we can't stop this witness work every time a cold day or stormy weather comes; we must meet these difficulties like good soldiers. The thing to do now is to look around for some section of your territory that can be more easily worked in severe weather. In the larger cities there are many apartments, which can well be worked at this time of the year. But if there are no apartments in your territory, don't give up. Clothe yourself as warmly as you can, and remember the phonograph. It will help you to get inside of the homes of the people, where it is warm. We hope that each company publisher will strive to put in at least 10 hours during this period, and more if possible. However, those who can put in only an hour or two should not be discouraged from taking part, but should do that much anyway, so that we can have as many publishers as possible during "His Work" testimony period.

Literature

During "His Work" period we will offer *Enemies* and *Riches* to the people, on a contribution of 50c. Try to get in with the phonograph at every place possible. Run the *Enemies* record, P-114, then offer the two books. If a person cannot take two books, then offer *Enemies* alone, on a contribution of 25c; or three booklets, on a contribution of 10c. If a person has *Riches*, then any other one of Brother Rutherford's books may be offered. A testimony card for the two-book combination will not be provided. We believe the publishers can now more effectively present the literature by means of the phonograph, or if unable to get in with the phonograph, by briefly telling the people in your own words why they should get these books.

Back Calls. Don't forget to follow up interest that you find in witnessing. When you meet an interested party, fill out one of the Back Call slips, making a definite appointment as to time to call back. Publishers should make their own back calls if possible. Do not try to shift the responsibility on to someone else, because in all probability your fellow publisher has all he can do to look after his own interested ones, without taking on yours.

The name chosen for this testimony period, "His Work," is very appropriate. As stated in Brother Rutherford's letter which appears on the 1938 Calendar, "Jehovah has risen up and is now doing 'his strange work', and it is our privilege and duty to participate therein." For some time now we have been studying the serial article "His Work and His Act" in *The Watchtower*. There it shows that the remnant and the Jonadabs have a definite commission to perform which was pictured by the commission given to Jeremiah. That work which Jeremiah did was "strange" to the religionists of his day. Likewise at the present time, the preaching of this gospel of the Kingdom and the exposing of the lies taught by the old "whore" seem very strange to those who are practicing religion. Jeremiah did not try to side-step his responsibility; neither can those who now expect to receive God's approval shirk the duty of proclaiming this gospel of the Kingdom. As the witness work progresses, the anger and hatred of the enemy increases; but we will press boldly on, keeping in mind the year text, 'Be not afraid: the battle is God's.'

Spanish Convention Date Changed

The Society is arranging for a convention of Jehovah's witnesses particularly for the Spanish-speaking brethren, to be held at San Antonio, Texas, April 15-17 inclusive. All Spanish-speaking brethren who can reasonably attend should make it a point to do so. The local company at San Antonio will have charge of the arrangements of the convention, under the direction of the Society. Brothers Montero and Keller will attend the convention. Brethren desiring to attend this convention may communicate with J. D. Carter, 517 Stonewall St., San Antonio, Texas.

English company servants should notify all the Spanish brethren in their companies relative to this convention. Correct date is April 15-17.

Our January Service

Since December 12 we have been offering *Enemies* and seven booklets (four colored-cover and three self-covered), on a 50c contribution. This same combination will be continued throughout January and during the first four days of February. Have a good selection of colored-cover booklets with you in the field, taking advantage of this period to reduce your surplus stock. As many of the companies have on hand quite a number of the *Protection* booklet, let this be one of the self-covered booklets in your combination.

Use your phonograph extensively during this period and let Brother Rutherford introduce the literature for you. The new record (*Enemies*, P-114) and the one introducing *Protection* ("Value of Knowledge," P-101) may be used with profit.

Filthiness of Flesh

In view of correspondence coming into this office, the following excerpts are published, as taken from *The Watchtower*, March 1, 1935, pages 76-80, and it is suggested that that entire article appearing in said *Watchtower* be taken up and discussed sincerely at a service meeting of all companies:

"Is the use of tobacco, then, clean or filthy within the meaning of the Scriptures? The use of tobacco is exceedingly filthy, regardless of the form in which it is used. It befouls the body and dulls the mental faculties. It makes the user offensive to those with whom he comes in contact, and works great injury to the user and is a dishonor to God and Christ. The use of tobacco has greatly demoralized the human race. It creates an appetite for other impure and filthy things. The poison thereof calls for other poisonous things, creating an appetite for such. Under no condition is the use of tobacco approved by God's Word. It is entirely inconsistent for anyone of God's temple company to use the filthy weed, and for that reason no one using tobacco is permitted to remain at the Bethel home. For the same reason it is inconsistent for anyone who represents the Watch Tower Bible & Tract Society to use tobacco either to chew or to smoke. Pioneers and auxiliaries, and others, are the direct representatives of the Watch Tower Bible & Tract Society. To be sure, the Society has no power or authority to say that a person who desires to use tobacco cannot do so, but the Society can properly say it will not co-operate with those who do insist upon using tobacco, and therefore will not willingly make such persons the representatives of the Society. Those persons, therefore, who conclude that they must use tobacco, and who prefer to do so rather than to participate in the Lord's work under the direction of the Society, are at full liberty to choose which course they wish to take. Those who conclude that they must use tobacco, and who are now representatives of the Society, may so notify the Service Department at Brooklyn, and their names will be withdrawn from the list. If to such persons the use of tobacco is more important than serving God's kingdom as one of his witnesses, then let such persons go ahead and satisfy their selfish appetites, but do not expect the Society to authorize such a person to represent it in the proclamation of the kingdom message. We are in a time of greatest importance, when every one of the

(*Continued on page 2, column 4*)

We Are Shipping Year Books and Calendars

Those who have placed their orders for Year Books and Calendars will receive them before the first of the year. All orders placed for Year Books and Calendars should be accompanied with a remittance. You may order these with other literature, thus saving carrying charges by putting them in a freight shipment.

The Field, and How to Cover It

Sound Equipment Very Necessary

Back Calls and Setups More Publishers

JEHOVAH'S provision for the people now includes, as one of its most important features, the sound equipment. The effect of the continual and persistent use of the sound equipment is manifesting itself in a great many companies by a decided increase in number of publishers. Where this has been permitted to slacken and is used indifferently, the same progress is not in evidence. The following table shows a few of many companies that are consistently using the sound equipment, and their increase in publishers during the past three years. The figures shown are the average number of publishers for October and November of 1935, 1936, and 1937.

	1935	1936	1937
Oakland, Calif.	88	130	141
Miami, Fla.	30	39	54
Wichita, Kans.	49	74	81
Detroit, Mich.	190	244	264
Harlem, N.Y. (Col'd)	107	130	156
Dayton, Ohio	74	98	102
Tulsa, Okla.	57	80	83

You will note that the sum total of these figures shows that in two years there has been an increase of over 40 percent in number of actual publishers. These figures do not represent attendants at meetings, but those who actually go from house to house.

In some companies the brethren do not yet appreciate the importance of using the sound machine. The phonograph should be definitely a part of every publisher's equipment, and every publisher who is physically able to handle a machine should be using it regularly. Those who are physically unable to handle a machine can go from door to door and, as for their sound work, can get assistance. In every company there are some young Jonadabs and others who will be very glad to assist and co-operate with the more feeble ones by helping them carry the phonograph and supply of books if necessary. Publishers who are physically able to use the phonograph and are not doing so are to that extent withholding from the strangers, the people of good will, the provisions that the Lord has made for them; and no one can do this and hope to have the Lord's approval at the present time.

Back Calls

Back calls are a very important part of the Kingdom service now. Every publisher should try to arrange his time so that he can devote at least one evening a week, and if possible two evenings a week, to making back calls. It is on back calls that we have a real opportunity to aid the people of good will. When doing this work, we should keep in mind that our purpose is not to make social visits, but to present the Kingdom message. If the people do not show any interest when the records are run or when discussing the truth, but want to change the conversation to other matters, then the best thing to do is to conclude the call and look for others who are more interested. Those who are 'sighing and crying for the abominations that are practiced in the land' will be eager to spend all the time possible in learning more about Jehovah's purposes.

It is not practical to set out a definite procedure to be followed on every back call, because each one is different, and the publisher must use his discretion and the spirit of the Lord in handling it. Many of the brethren have found that the use of the *Model Study* booklet is a great help, and the Society recommends its use wherever possible. The sooner the people get in the habit of following the outline set out in the *Model Study*, the more progress they will make. However, if the people bring up other questions aside from the subject matter being discussed, it is well to answer these questions briefly and Scripturally and then go back to the questions in the study. Some people grasp the truth readily and after two or three calls show up at the regular meetings of the company, but with others it requires time and patience. It is better to spend an hour or an hour and a half once a week with a party who shows genuine interest than it is to make a lot of brief calls on people who make no progress. Keep in mind that the purpose of our back-call work is to aid the people in getting an understanding of God's purpose, that they may take their stand on his side, and, if they do, that they must become publishers sooner or later. If after a few calls you find that the people are not making any progress, the calls should be discontinued.

More Publishers

Another feature that deserves the careful and prayerful consideration of all the Lord's people is the number of publishers participating in the service work. The tendency on the part of many has been to drop off field activity almost entirely during the winter months. In the majority of cases these same brethren conduct their other business during the winter as well as during the summer. They have obstacles to contend with, of course; but if they can overcome these obstacles to conduct other business, it should be possible also to overcome them in order to conduct the most important business on earth, the Lord's kingdom interests. Let each one, then, look carefully to his Kingdom interests and look to the Lord for wisdom and strength to meet the increasing difficulties of the winter and go ahead in the Kingdom service. Let our slogan be: "30,000 publishers in the field." If each one individually looks to his own part in this, this can very easily be attained; for there are considerably more than 30,000 different individuals who participate in the service each year. Let each one budget his time: set aside a certain portion of time for the Kingdom service, and do not permit anything to interfere with that arrangement.

More publishers are in the field this year than last year, but not the 30,000.

Start It Toward 30,000 Publishers

	1936 Publishers	1937 Publishers
October	23,761	25,511
November	22,139	22,634
December	21,166	
January	17,152	?

It is not a matter of keeping better than last year. It is a matter of each individual's being a publisher and hitting that 30,000.

"Watchtower" and "Consolation"

Other very important provisions that Jehovah has made for the people at the present time are *The Watchtower* and *Consolation*. These should be consistently made available for every person of good will. Sometimes the publisher, when he places a book or combination of books or booklets, overlooks to mention these two very important publications. This should not be; and in order to be continually reminded of the fact that you have them, you should carry them in your case each time you go out in the service. Tell the people about them. Show them the need of having these publications coming to their homes every two weeks. Pioneers are supplied with additional copies of *Consolation* free, for their use in the field service. The majority of these brethren are using them effectively and to a great advantage. There are some few, however, who do not do this. Instead of judiciously distributing them and using them to take subscriptions, they lay them aside and let them accumulate. Many of them are not properly used. This should not be. Not only is this negligence in not using the Lord's provisions, but it is also a waste of the provisions that the Lord has made. If, for any reason, pioneers are unable to distribute and use effectively the sample copies they are now getting, they should advise the Society to that effect and their supply for these will be discontinued or reduced to that which they can use effectively.

Phonograph Setups

The phonograph work is expanding and it is giving a tremendous witness throughout the country and throughout the world. However, some of the brethren are so anxious to get phonograph setups that a few of them are carrying this work to an unreasonable extreme and in some cases making themselves almost ridiculous. This work should also be conducted with the proper dignity.

A setup is where one or more persons listen to a sound recording where they can give attention to what is being said and ask any questions they may have. When one sets up his sound machine in a hallway and puts on the recording as soon as the door is opened whether the people want to hear it or not, this is not presenting the message in a reasonable and effective manner. In many cases the door is slammed shut and the people consider the witness as some kind of nut or a fanatic. The other people on that particular floor of the apartment house will not even answer at the door; so, instead of contributing to the witness, such arrangements have the opposite effect. There may be occasions when it is necessary to put on the witness in the hall. For illustration: If a lady is in the apartment and she is fearful of letting in strangers but is willing to listen at the door, and she agrees to listen, it may be advisable to put on a record in the hallway. Let each one use the spirit of a sound mind, and not do foolish things simply to get a high percentage of setups.

Another example of an ineffective phonograph setup is this: A publisher rings a bell for upstairs, and the party puts his head out of the window one or two flights up and inquires what the publisher wants. Then the publisher says that he has a message of importance and asks that the party listen to it, and starts the phonograph on the porch or holds it on his arm. The distance is too great for the party on the second floor to hear, and the disconcerting noises in the street interrupt it. This could not be considered a practical or effective witness with the phonograph. The neighbors looking on from across the street and next door will be inclined to think you are more or less of a fanatic, and refuse to answer the door when you call. The important thing is to have the people hear and understand the message. In order to do this we must meet them at the door, talk to them on their front porch, or in their back yard, or in their home. To appreciate a short lecture the people must be able to hear all of it.

Order 100 Pounds, Please

Fill Out Order Blanks Carefully

Company servants and pioneers should keep in mind that the Society must pay for 100 pounds of freight whether you order it or not. Of late the Society has been paying freight on many shipments of 40 or 50 pounds, and these shipments could just as well have been 100 pounds.

Stockkeepers in large companies should check their inventories carefully at least once a month and then place an order for not less than 100 pounds of books and booklets. Company servants should check and see that the stockkeeper does this. Before okaying an order to send in, see that it is for 100 pounds.

Many of the brethren have been very careless in filling out their order blanks. Orders come in without the full address, or the order is very indefinite. When you wish literature in foreign languages, please state the language. If you want someone else notified of the shipment, please state it plainly in the proper place. Please note on your order blank whether you are a pioneer, auxiliary or company publisher. A little care on the part of the company servants in sending these orders and checking them carefully will speed up the work in the office considerably.

Place your orders now for February. Many brethren wait until just two weeks before a campaign to stock up. Companies should know pretty well by now how much literature is normally placed during a campaign period. Therefore there seems to be no reason why the brethren cannot place their orders now, early in January, for the February campaign. Prior to the last two campaigns, October and December, we were filling orders up to the last minute, and undoubtedly many of these shipments did not get to the brethren in time for the campaign. Get your orders in early, please.

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Lord's people must be on the alert. Those who want to represent the Lord and his kingdom must be clear of mind and hence avoid all things that Satan can use to interfere with their service. . . . 2 Corinthians 7:1, . . .

"Evil is that which works injury. No person is justified in working injury to himself, and certainly it is wrong to work injury to another. The use of such a poisonous weed as tobacco works injury both to the user and to those who are in contact with the user. This is particularly true with regard to smoking tobacco. . . . There is every reason against the use of tobacco; there is not one reason that supports its use. Surely, then, no Christian who is serving God could have an honest and sincere desire at any time to use the filthy weed. By doing so he is working injury, hence doing evil, and is following 'the evil way'. These things God declares that he hates. The fact that Jehovah hates that which works evil, coupled with the fact that tobacco does work evil, is conclusive proof that tobacco is the Devil's weed employed for the purpose of demoralizing human creatures. . . . The contaminating influence thereof has spread to all parts of the earth. Imagine Eve in the garden of Eden with a cigarette in her lips."—Pages 77, 78.

INFORMANT

FEBRUARY, 1938 BROOKLYN, N. Y.

Announcing Greatest World-wide Campaign

Brother Rutherford Writes a Special Booklet—"Cure"

"Cure," "Enemies" & "Consolation" Featured

World-wide Quota Set

Printing Already Begun for April Distribution

This is an announcement which we believe will thrill every one of the Lord's people. It is about a new world-wide campaign which will begin with "COMPANIONS" Testimony Period, on April 9, and continue for three months. It is not just an ordinary campaign, but a campaign that will call for the greatest united effort ever put forth by those who love the Lord. Brother Rutherford has outlined this campaign and has done much preparatory work on it. Let everyone who believes that the Kingdom is here carefully consider the following, and then prepare to move into action on April 9.

"Cure" Booklet

For this campaign the Lord through Brother Rutherford has provided a special 32-page booklet, entitled *CURE*. It is full of fire and will be a most effective weapon of war to use in exposing the enemy. Its front cover is brilliant red, and its appearance and the questions asked will create a desire on the part of everyone who sees it to read it. The questions "Do we need more religion?" and "Is religion the cure for nations and individuals?" will certainly arouse the interest of any thinking person. The Lord's people know the answers, but it is necessary now for millions of people throughout the world also to know these answers. The people are perplexed and in distress, and *Cure* contains just the message they need. This booklet is to be included in a special offer to be made during the campaign of three months, and this special offer is set out in the one ad which appears in the booklet.

The manuscript for *Cure* reached the Brooklyn factory on December 14. Typesetting began immediately, platemaking was rushed, and by January 1 the first press began to turn out this new booklet. During the first two weeks of January the presses turned out over 100,000 daily, and then the production was stepped up to 200,000 daily. This will continue until 10,000,000 copies have been printed and shipped out. The first 530,000 printed will go to Australia and New Zealand. These are on the way and should be there by March 1, 1938. Then will follow shipments to South Africa of 80,000, West Africa 30,000, India 20,000, Philippine Islands 15,000, Hawaii 4,000, England 1,500,000, Jamaica 20,000, and Canada 700,000. For the United States alone more than 7,000,000 copies will be set aside. Because of the special offer made in the advertisement, which offer expires June 30, all these copies must be distributed by that time. Can we do it? We believe we can, by the Lord's grace, if everyone will do his part. Everyone at the Brooklyn factory is working at top speed so that the publishers can have this literature by the beginning of the campaign. From then on it will be up to the publishers to carry out their part in the campaign and get these booklets out.

The Special Offer

The offer to be made in this campaign is entirely new. Beginning with the "COMPANIONS" Testimony Period, the publishers will offer *Cure*, *Enemies* (or *Riches*) and a year's subscription for *Consolation*, on a contribution of only one dollar. It is a remarkable offer. Just consider for a moment the amount of reading matter a person will receive: a 32-page booklet *Cure*, a 384-page bound book already in its second million edition, and a 32-page magazine 26 times during the year. There is nothing else the people could get with a dollar that would anywhere nearly equal this offer in value. The one advertisement on the back of the booklet will help the publishers in presenting this special offer. If a person cannot contribute a dollar, then the offer will be *Cure* and *Enemies* (or *Riches*) on a contribution of a quarter. People who cannot contribute a quarter but want to know the truth about religion will be given the booklet free or for any contribution they desire. Keep in mind that 10,000,000 *Cure* booklets must be distributed in but three months. That means work, and lots of it; but think of what a witness will be given! *Cure* booklets in 10,000,000 homes will undoubtedly cause many of them to forsake religion. Jehovah's people have a "strange work" to perform, and they are doing it joyfully, and now they will enter into this added privilege of service with greater zeal than ever before.

World-wide Quota

Every one of the people who claim interest in the Kingdom will want a share in the witness work; and therefore a world-wide quota is set as well as an individual quota. The witness to be accomplished is set out in terms of books, booklets and subscriptions as follows: During the three months of April, May and June, by the Lord's grace, we hope to distribute 10,000,000 of the *Cure* booklet and 1,000,000 of the *Enemies* (or *Riches*) book and obtain 100,000 new subscriptions for *Consolation*. That will mean that every person connected with the Kingdom will necessarily have to put forth an extraordinary effort; in fact, more than double anything that he or she has done heretofore in the same length of time. With this tremendous amount of work just ahead of us, every company organization, auxiliary, pioneer and special pioneer should now begin making plans and arrangements for this witness, the greatest of all witnesses.

Your Personal Quota

In order to attain this world-wide quota it will be necessary for each company publisher during these three months to place 200 of the *Cure* booklet and 20 of the *Enemies* (or *Riches*) book and obtain three new subscriptions for *Consolation*. Each company publisher should keep in mind that there are three months in which to do this; so, looking at it from a monthly standpoint, it means only 70 booklets, 7 books and 1 subscription per publisher. Can you do it? Will you do it? The quota for auxiliaries is set at 500 booklets, 75 books and 6 *Consolation* subscriptions for the three months; whereas each pioneer and special pioneer should place 1,000 of the *Cure* booklet and 150 of the *Enemies* (or *Riches*) book and take 15 subscriptions for *Consolation*. If every publisher of the Kingdom attains this personal quota for the three months, the world-wide quota will be surpassed.

"Cure" and "Consolation" in Foreign Languages

Every branch is already making preparations for this campaign. *Cure* will be translated into every language in which *Consolation* is published. The translating work is proceeding with all possible speed,

(*Continued on page 2, column 1*)

All to Work During "His Work"

30,000 Publishers

Midwinter and Much Work

The clarion call continues to sound loudly throughout the land for the 30,000 and more hearers of the wonderful truths concerning Jehovah and his kingdom all to manifest their faith and allegiance by boldly engaging in the "strange" work now in full swing. Truly the psalmist expresses the attitude of all who understand and appreciate what the Lord is doing in the earth today when he says: "I will praise thee, O Lord, with my whole heart; I will shew forth all thy marvellous works." In order to obtain and to maintain a correct appreciation of one's relationship to the King and his kingdom, it is imperative to give heed to and obey the positive commandment to 'preach this gospel of the Kingdom'. Satan and all his wicked host are arrayed against mankind. No one is safe from the attacks of these enemies of man except those in the sanctuary of the Lord. The Lord does protect and sustain his own: his people who are willing and active in this day of battle.

During "HIS WORK", February 5-13, a strenuous effort is going to be made to bring the heart-cheering Kingdom message to the people of good will who are still in bondage to Satan's organization. Throughout the world those who acknowledge Jehovah as supreme will be putting forth their very best efforts to counteract the increasing organized attacks of the religionists. The Lord has amply provided his willing people with the weapons necessary to tan the old "whore" and her allies. It is especially in times like "HIS WORK", right in the midst of the most unseasonable part of the year, that the concentrated attacks of Jehovah's witnesses and their associates strike fear in the ranks of the religionists. It's all a strange work to them. Such persistent world-wide boldness and unity on the part of God's people in carrying the Kingdom truths to the people in the face of all kinds of opposition and obstacles is completely beyond their comprehension and power to cope with. The enemy is beginning to realize the devastating power and strength of our God. Joyful indeed is the lot of everyone who is really on the Lord's side, that is, having the vision of the warfare and doing what he can to further the interests of the Kingdom.

Be Prepared!

For "HIS WORK" the service committee has selected the territory that can be best worked during severe weather. Each one should now set aside such definite time as can possibly be spared from secular and household duties so as to work the territory assigned. Determine to let nothing interfere with your plans, trusting in the Lord to provide whatever may be lacking. Any obstacle that you personally feel you cannot surmount, take up with the company servant or the service

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Report for "King of Kings"

Testimony Period October 2-10, 1937

During the last international testimony period, October 2-10, there were, throughout the world, in 67 different countries, 37,634 publishers who reported. This is a few less than for the corresponding period a year ago, when there were 38,230. Part of this decrease is due to the fact that a number of brethren fail to show on their report cards the work done during special testimony periods. In the United States, for instance, many brethren reported for the month of October but did not report any work for the testimony period. The total number of hours for this period was 406,222, to compare with 419,791 a year ago.

In a few months there will be another world-wide witness. Why not make this one, "COMPANIONS" Testimony Period, the very best? It can be done, by the Lord's grace.

	Oct. 2-10, 1937	Oct. 3-11, 1936
Publishers	33,933	34,162
Hours	406,222	419,791
Obtainers	556,827	568,882
Books	102,096	132,142
Booklets	863,320	813,642
Total Literature	965,416	945,784
Sound Attendance	601,010	411,870

Let's try to make it 50,000 publishers for the world during "COMPANIONS" Testimony Period, April 9-16, 1938.

Spanish Convention

The convention of the Spanish-speaking brethren will be held at San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish *Watchtower*.

Change of Address

It will be a great assistance to the Society, and a saving, if when the brethren move from one place to another they notify the office here of change of address at least one month in advance. If you do not notify the office of change of address for *The Watchtower* and *Consolation*, the post office will, and this necessitates a payment to the post office for postage on the card on which they notify us. Usually a few days after we have received this notice, then the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved the post office extra work in the dispatching of mail and would have saved the Society money.

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and, by April 9 or shortly thereafter, we hope to have *Cure* published in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Norwegian, Swedish, Bohemian, Hungarian, Polish, Hollandish, and Ukrainian. *Consolation* is published in each of these languages, and extra-fine editions of *Consolation* are being prepared so that we may have good sample copies to offer to the people prior to and during the campaign.

Now is the time to consider your territory and see how many of the *Cure* booklet you will require for the various languages; also how many of the *Riches* book you will need in these languages. In most instances the *Enemies* book will not be ready in foreign languages, but you will have *Riches* and the *Cure* booklet, which will be offered with *Consolation*, on contribution of the amount usually received for *Consolation* alone.

Shipments to publishers in the United States will begin about the middle of February. The office will prepare consignments of the *Cure* booklet, and as you send in orders to this office for regular shipments of *Enemies* and other publications we will add to your order your consignment of *Cure*. If you wish, you can include in your order the quantity you think you will need of the *Cure* booklet, and, if we think it advisable to do so, we will correct it.

The *Cure* booklets will be charged to companies and auxiliaries at 60c a hundred copies, and to pioneers at 20c a hundred copies. The rates on *Consolation* will be the same as now, except to company publishers. To these the rate will be only 75c rather than a dollar for a *Consolation* subscription. Twenty-five cents of the dollar received for the special offer will be contributed toward the *Enemies* (or *Riches*) book.

What to Do Now

Select your thickly populated territory and reserve it for April, May and June. Check your stock and place your order right after "HIS WORK" testimony period, in February. Get it in early. Do you have plenty of "Enemies" records and other lectures? Are you supplied with phonographs? When you receive your supply of *Cure* booklets, do not use them until April 9. Prepare now to take care of the details for this onslaught in 'rising up against her in battle'.

Further details in regard to the campaign will be published later. Let every one of the "companions" now pray to Jehovah to direct and bless this united effort, and then get ready to take part in this attack on religion.

Pioneers 110 Hours a Month

As the Kingdom service for the year 1938 opens up, every one who has taken his stand on the Lord's side, whether of the anointed or of the Jonadabs, will want to use all his faculties to the glory of the Lord's name, or at least all his available privileges to that end.

We believe that there are a great many who are not now on the pioneer list who could arrange to be in that branch of the service. With the thrilling campaign outlined in this *Informant* before us, each and every one will want to do his part. Let each one, therefore, examine himself and examine his circumstances and see if there are not some apparent hindrances that can be removed, that thus he may be enabled to enter the pioneer service.

Auxiliaries 50 Hours a Month

If you cannot make the pioneer service, then possibly you can qualify for the auxiliary branch of the work, which requires only 50 hours a month. Many who are employed, working short hours or part-time, can so arrange their affairs as to take care of this branch of the service without any great difficulty. Those who cannot enter either the pioneer or auxiliary branch of the work should be company publishers, devoting all the time they possibly can to expanding the Kingdom interests which the Lord has committed into their care.

The field can use many more pioneers and auxiliaries. We should very much like to see at least 2,000 regular pioneers in the witness work each month. At the present time there are, on an average, 1,895 pioneers. With short-hour weeks in factories, many more publishers can make the time requirement for the auxiliary ranks. There are 672 auxiliaries in the field now. Can we make it 1,000 by the time the "COMPANIONS" Testimony Period begins? Write the society NOW for the information you want. Do it TODAY if you can.

(*Continued from page 1, column 3*)

committee. If you do everything you can to discharge your obligation as a witness, be assured the Lord will take care of the rest.

The service committee should check to see that you have sufficient *Enemies* and *Riches* to offer the people, on a contribution of 50c; that all the phonographs and other sound equipment are in working order; that there are sufficient "Enemies" folders stamped for distribution; that back-call appointments for this period are all assigned to the publishers.

Remember to make every effort to get into the homes with the phonograph; for not only is this method a provision of the Lord which enables you to refresh and warm yourself, but it is the most effective method of witnessing today. Be sure to run "Enemies" record P-114, then to offer the two books. Should they not be able to take two books, then offer *Enemies* alone, on a contribution of 25c; or three booklets, on a contribution of 10c. In every home you use the phonograph, try to leave the printed message in some form. If for any reason you run out of *Enemies* or *Riches*, substitute some other bound book. In other words, be prepared and determined to carry on in the face of any unforeseen emergency.

Your Starting Point

Let all those who have never previously enjoyed the blessings of participating in a special period make "HIS WORK" their starting point. Make arrangements now with the service committee to do what you can during this period, even though your circumstances are such that you can put in only an hour or two in the service. And, of course, the regular publishers, pioneers, auxiliaries, and company workers will do their part during "HIS WORK", being examples to those who are as yet beginners. Keep in mind the admonition of the apostle, "Therefore, my beloved brethren, be ye stedfast, unmoveable, always abounding in the work of the Lord, forasmuch as ye know that your labour is not in vain in the Lord." As *The Watchtower* further points out: "The faithful servant must be blind to everything except the service of the King and his kingdom interests. The faithful ones will give unstinted devotion, all their strength and their money and substance, yea, their all of everything, for the advancement of the kingdom interest. Thus faithfully performing their assigned duty, ultimately they will participate in the victory of Christ Jesus and shall behold the power and glory of the Almighty God, whose name alone is Jehovah and whose majesty and glory shall fill the universe and endure for ever." (*W* Dec. 15, 1937) So, with each one looking first to the interests of the Kingdom during "His Work", this occasion is certain to be a joyous one for all who love righteousness. If each one who can at all do so gets out in the field and reports as required, we should have 30,000 publishers in the field. Be strong and fearless; for 'the battle is God's'. As soldiers in his army, let us give battle in season and out of season, knowing that he who is for us is far greater than all the forces that may be pitted against us. The joy of the Lord will be your strength and song.

"Consolation" Distributors' Copies

Companies Should Get Them

By "distributors' copies" of *Consolation* we mean that the companies put in a bulk subscription of 5 or more copies to one address. The special rate for "distributors' subscriptions" is 60c a year. Every company should have 5, 10, or more copies coming to their stock room every other Wednesday, so that when the publishers make back calls they will have the latest issue to show and leave with the interested people. Now, with the new campaign announced in this *Informant*, every company should make arrangements for their extra copies of *Consolation*. Send in your subscription now, along with the remittance.

This is one of the things to get ready for before the "COMPANIONS" Testimony Period begins. Do not wait until April, but start now, so the publishers may know they can get them at the stock room regularly.

Ordering Folders

Some of the brethren, when ordering folders, are not specific enough; consequently, when the order is received in this office we cannot tell what is required.

Therefore, when ordering, be sure to specify whether you wish the "Enemies" folder, which is used for general advertising, or the transcription folder, which is put out to advertise specific local meetings. When orders are sent in here they should state specifically either transcription folder (msf) or "Enemies" folder (ensf).

English and Foreign Records

May Now Be Ordered Separately if Desired

Heretofore the policy of the Society has been not to ship out records except in complete sets where the lectures are in series, namely, "Exposed," "Religion and Christianity," "Safety," and "Worshiping God". However, to aid the brethren in getting these records, this policy is being changed, and anyone who desires to order one or more records of any series may do so. Many of the brethren probably feel that they cannot afford to get the complete sets at one time, but would like to get a few each month until they have complete sets. Also, many publishers would like to have one or two records of a series to use in regular witnessing. This will help to interest the people to hear the entire series of lectures, and back calls can be arranged for some convenient time. As most companies have one or more complete sets of records, the publishers can borrow these sets from the company stock to take out on such back calls.

The above applies to foreign records also. Any company or individual who cannot get an entire series at once may get any part of the series desired. We now have the lectures "Exposed" and "Religion and Christianity" in English, Arabic, Italian, Polish, Spanish, and Ukrainian. In each of these languages the even numbers are coupled together and the odd numbers together; for instance, P-61-A with P-63-C, P-62-B with P-64-C, etc. When ordering, please be definite about which records you desire.

INFORMANT

MARCH, 1938 BROOKLYN, N. Y.

The Start of the Biggest Witness of the Year

One Back Call a Week

Each Company Publisher's Quota

In order to properly build and plant', we must bring to the people of good will the Kingdom message in such an effective way that these "other sheep" may be encouraged to break away from the Devil's snare and take their stand alongside of Jehovah's witnesses. When we come in contact with people favorable to the Kingdom message, we now see that our obligation does not end with merely leaving with them the Kingdom truths in printed form, but we must go a step further, if we are to carry out our commission fully. That forward step is making back calls and thus aiding the interested ones to arrive at the point where they can and will be able to make an intelligent decision.

As organized units of Kingdom publishers throughout the earth, our individual privileges and responsibilities in the advancement of this back-call work are clearly defined. Service committees: Their obligation is to stress this important feature of the work and to arrange that the back calls turned in are promptly attended to by the willing publishers. Company publishers: Each one should set as his quota an average of one back call a week, and be diligent in seeking and using every means available towards reaching this goal. Auxiliaries: Enjoying increased opportunities, these should set and reach a quota of two back calls a week. And finally, the pioneers: Because of their privilege of being able to be continually in the field (and this particularly in the case of the special pioneers), these should set and make their quota an average of five back calls a week.

To aid in reaching the quota set, each one should set aside a definite time for making back calls, as far as possible and practicable. Companies should set aside one or two evenings a week as back-call periods. Pioneers can use evenings and daytime for this particular work. If we plan our back-call work as we have planned and do plan our regular witnessing work, we shall enjoy the same degree of increased opportunities and blessings from the Lord's hand.

When making back calls, be prepared always to offer at least an assortment of four bound books. And, furthermore, be on the lookout to make each back call grow into a model study meeting. Remember your quota. One back call a week.

Inspect Your Battery Charger

Make sure that the fuses are marked "7½ amps."; otherwise, when trouble starts, the works in the battery charger will burn out. The holders must be clean and hold the fuse tight.

"Companions" Testimony Period

"Cure" Being Shipped by the Millions

Great Preparations Under Way

Are You Ready to Do Your Part?

The importance of the "COMPANIONS" testimony period, April 9-17, cannot be overstated. It commences the greatest campaign that the Lord has entrusted to his people to date.

The campaign is international in its magnitude, and its objective is the distribution of ten million of the booklet *Cure* and one million bound books, *Enemies* or *Riches*, and 100,000 *Consolation* subscriptions. The "COMPANIONS" testimony period should see this objective well on its way and a good percentage of the work accomplished.

Concurrent with the announcement of this special campaign comes the *Watchtower* carrying the "Jonah" article, emphasizing above everything else the need of absolute obedience to organization instructions. Some of the significant statements in *The Watchtower* are quoted here to refresh our memories and show us their close relationship to this campaign:

"During the World War there was a side-stepping of duty which God laid upon his people."

"To be silent about the kingdom and especially God's announced vengeance against all of Satan's organization was also an effort to flee from the presence of the Lord."

These quotations indicate the tremendous responsibility resting upon each one of the anointed and their companions in connection with this and all other campaigns which the Lord inaugurates through his organization. No one can escape it. No one can get someone else to substitute for him. All must bear their responsibility before the Lord, individually and as an organization.

Organization

As an organization, the responsibility rests upon the service committee and company servant to make the necessary preparations. Have you, as a committee, carefully studied the February *Informant* and started planning what territory is going to be used for this campaign and how you are going to work it? Have you ascertained the available publishers and taken the necessary steps to help those publishers who are hindered by obstacles which they need assistance in overcoming? Have you checked your stock of *Enemies*, *Riches*, phonographs, records, and have you seen to it that the necessary orders for an adequate supply have been forwarded to the Society? Have you planned for the necessary sample copies of *Consolation*? Have you seen to it that all names of good-will persons in your files are properly arranged so that they can be distributed to the publishers holding the various assignments, to make back calls upon them with this special offer, and the numerous other things for which you, as a service committee and company servant, are responsible, in order to make this campaign a success in your locality?

Publishers

As an individual publisher, are you planning now for this campaign? Is your personal equipment arranged for phonographs and records? Are you planning your time, budgeting it so that you have definite periods set aside each day for participation in the Kingdom service—days which are to be devoted to the field service, and nothing permitted to interfere with them?

All of these things are details for which each and every one of us is responsible before the Lord, and we manifest our dependability by carefully looking after them. The Lord has entrusted us with our biggest job to date. Can he depend upon us to do our part? The companions, both anointed and Jonadabs, will answer "Yes", and mean it, because they are trustworthy. Are you ready to be one of the 30,000 publishers in action during the April campaign and present to the nations the real CURE?

What We Want to Do

We have our job outlined for us by the Lord through his organization. Our commission from the Lord is clear-cut and definite. We must carry the warning to the people; then the responsibility is theirs. The question facing each one, therefore, is, Are we, like Jonah, going to flee from the presence of Jehovah, or are we going to be like the class described by the prophet Isaiah who joyfully say, 'Here am I, Lord; send me'?

We know that the latter describes the spirit and zeal of the Lord's true people now, and we are confident that the United States will reach, and probably exceed, the 30,000 publishers for which we have been looking forward during this period. Let each one do his part, looking to the Lord to direct the issue. And now, as we come to attention in the Lord's army, what is to be our personal quota for this campaign?

Pioneers and Special Pioneers

Cure	Books	Subscriptions
1000	150	15

Auxiliaries

Cure	Books	Subscriptions
500	75	6

Company Publishers

Cure	Books	Subscriptions
200	20	3

Can it be done? The Lord can and will accomplish it if we joyfully respond. It will take hours in the field, and much energy.

Every branch is moving along at top speed. The wheels of the factories at Brooklyn and Berne are spinning. Hundreds of thousands of the *Cure* booklet are being turned out daily. Thousands upon thousands of the books *Enemies* and *Riches* are being made ready. It takes tremendous preparation on the part of the factories and the branches to prepare for this greatest of all campaigns to be carried on by the Lord's people against the Devil's organization. By the Lord's grace the ammunition will be ready and in the hands of all the brethren

(*Continued on page 2, column 2*)

Your Sample Copies of "Consolation"

Prepare for April Campaign

During the three-month campaign with the book *Enemies*, and *Cure* and *Consolation*, each publisher will want at least one or two sample copies of *Consolation* to take in the field with him. These sample copies should be current issues. The Society will not consign to the branches, nor to companies, any extra copies of *Consolation*. For your extra supply it will be necessary for you to place an order. This order should be in before April 1. Companies should decide now how many extra copies they want of each issue and then place an order for Distributors' copies. A special rate is allowed on Distributors' copies when five or more copies of each issue for a year are ordered. The rate for such is 60c per subscription per year in the United States; 80c a year in other countries. Or at least for this *Cure* campaign get a six-month subscription at 30c and be supplied.

Every company should take care of this matter immediately and get the brethren used to asking for these extra copies of *Consolation* every two weeks at company headquarters. By the time April comes around your organization should be functioning in good order, and by placing your orders now the Society will know how many to print and will be prepared to furnish the service necessary.

Consolation Subscription Slips

The Society furnishes these slips free to pioneers, auxiliaries and companies, and you should order a supply so that you will always have them on hand—particularly for the "COMPANIONS" testimony period and the campaign that follows.

When Shall We Reach the 30,000 Publishers?

A Peak Reached in April 1936

26,250 Different Publishers Active This Year

How Is Your Local Increase?

Set out below are the totals for comparison of the number of publishers in the field. What will the next three-month report be? Better?

	(1937)	(1936)
October	25,511	23,761
November	22,634	22,139
December	23,445	21,166
	(1938)	(1937)
January	?	17,152
February	?	21,318
March	?	21,285

The average number of publishers per month for this three-month period was 23,863 in 1937, and 22,355 in 1936. This is an increase of 1,508 publishers per month, which is splendid and just as we should expect. The great multitude is now being gathered by the Lord. When these people receive a knowledge of Jehovah and an understanding of his purposes they want to do the same thing that you are doing. Thus the ranks of the publishers increase. However, we have not yet reached the 30,000 publishers for which we are striving. Shall we do it by next April?

In order to find out how many different individuals were in the field during the three months we have gone through your reports and taken the highest number for each company during the three months, and totaled these, and by so doing we find there were 26,250 different persons in the field this fiscal year. However, the average was only 23,863 regularly in the field. This means that nearly 3,000 publishers failed to get into the field at least once a month. Every publisher should make it his business to report as a publisher at least once a month, if only for one hour; but report.

The Peak

The greatest number of publishers ever engaging in the field service in the territory of the United States and countries under the jurisdiction of the Brooklyn office was 27,004. This total was reached in April, 1936. What will it be in April 1938, two years later? Shall we have an increase of more than 3,000 publishers and pass that 30,000 quota and establish a new peak? We should. The work is increasing, and more publishers are needed to do the work.

The witness must be given, and every company organization should now begin planning how it can aid and assist the newly interested ones attending its meetings to get into the field service also. No one should be forced or coerced to go into the field work, but in many instances the service committee can make it more convenient for the brethren in the company to get into the field work. They can point out by the Scriptures their responsibility and stress the importance of studying the Society's publications, particularly *The Watchtower*. After feeding upon this food for a while they will see that their responsibility to the Lord is that of being a witness for the Kingdom. Special pioneers, pioneers, auxiliaries and company publishers should now begin to assist the newly interested persons in the witness work and show them how they, too, can be publishers for the Kingdom.

A good way to do this is for the brethren who live in the vicinity of the interested to make arrangements to call on them some Saturday afternoon or Sunday, or during the week, and take them along into the field and show them how it is done. Loan them your phonograph and a few books, take them from door to door for a few homes, and then let them do it for themselves.

When shall we reach the 30,000 in number of publishers? What is your local company doing toward reaching that mark? Have you increased in number of publishers?

Four Books on Contribution of $1.00 During February and March

Following the February special campaign and throughout the month of March, a four-book combination, featuring, of course, *Enemies*, on a contribution of $1.00. We are leaving it to the publishers as to what other three books to use, having in mind that many of the companies have a surplus of certain books and will wish to take this opportunity to reduce their surplus stock.

As an alternate offer, we suggest two bound books (including *Enemies*) and fourteen booklets, consisting of six self-covered and eight colored-cover booklets. (Please note that *Cure* is NOT to be offered before "COMPANIONS" testimony period).

Be prepared to place *Enemies* singly on a contribution of 25c, or seven booklets on the same contribution. Booklets should never be overlooked in the witness work.

A testimony card for the four-book combination is available; and if you desire a supply, they should be ordered. However, do not rely on the testimony card altogether, but learn to use the phonograph records as a means of introducing the literature. Both P-102 ("Riches") and P-114 ("Enemies") are excellent and should be used extensively.

Do not overlook foreign literature during this campaign, using the testimony booklet to introduce the books.

Orders for "Cure"

Please Follow These Instructions

Consignments of the *Cure* booklet will be sent to ALL the companies. But all the pioneers and auxiliaries MUST ORDER their supplies of the *Cure* booklet: no consignments will be made to them. Shipments of the *Cure* booklet will begin to go forward on the orders received February 1 onward—and not before. Therefore the pioneers and others whose orders for *Cure* booklets were received here during January will have to REORDER them; for no attention was paid to orders for *Cure* received here during January. Starting February 1 the consignments of *Cure* booklets to companies will be added to the orders we receive. If no order is received from a company by March 15, at the latest, the consignment will be sent out alone. We hope, however, to receive orders from all the companies before that date.

Cure in Foreign Languages

There will be NO consignment made of the *Cure* booklet in the foreign languages. All will have to order these. We shall have *Cure* in the following three languages ready for shipment on March 1: Greek, Spanish, and Ukrainian. The brethren are requested to start ordering *Cure* in these three languages beginning March 1. Any orders received for these foreign *Cure* booklets before March 1 will be ignored entirely.

As *Cure* is ready in the other languages in which it is soon to be printed, namely, Bohemian, Danish, Finnish, French, German, Hollandish, Hungarian, Norwegian, Polish, and Swedish, announcement of this fact will be duly made in the *Informant*. Then, and, please, not before, start ordering *Cure* in those languages.

Remember: *Cure* is not to be used in your witness work before the "COMPANIONS" period.

More Special Pioneers Needed for the Field

Requirements: Use Phonograph Daily, Put In 200 Hours a Month, Do Extensive Back-Call Work

Write for an Application and Details

At the Columbus convention Brother Rutherford announced a new work, and this has been under way for a few months. This new work is being carried on by the special pioneers. It is very gratifying to note that in December the 199 special pioneers placed over 45,000 pieces of literature and averaged 163 hours in the field. These 199 special pioneers made over 52,000 setups with the phonograph in the month of December and made 1,922 back calls. They will put forth greater effort in their back-call work, and it is expected that they will more than triple this in the next few months. The back-call work is an important feature because it is by this means that we take care of the

(*Continued from page 1, column 4*)

on time. During the three months January, February and March more than ten million copies of *Cure* will be prepared and shipped, along with hundreds of thousands of copies of *Enemies*. During the three months following, April, May and June, by the Lord's grace, every one of these publications will be placed in the hands of the people, so that they may take their stand. The "COMPANIONS" testimony period is the beginning of this world-wide onslaught. That period is only a few weeks distant. Have you done everything as to the preparatory work, so that you can move forward with your companions in united action?

Don't begin with *Cure* now, but be ready and start the biggest witness of the year with "COMPANIONS" testimony period, April 9-17.

interest we find in the field. Special pioneers are to organize small study groups along with their regular work and assist these persons in getting out into the field. Their main object is to find the people of good will and assist them to get into the organization of the Lord. Of course, this work is the same as every company publisher, every pioneer and every auxiliary is to do, but these special pioneers are putting forth an extra effort in this regard. They are being given special assistance from the Society so that they may concentrate on back-calling and using the phonograph.

Special Call

A call is going forth for more volunteers for this special pioneer service. The requirements are 160 hours a month in the field witnessing, as MINIMUM time. The quota of every special pioneer is 200 hours a month, which means 50 hours a week of actual witnessing. The work to be done is particularly in the northern part of the United States all the year round. The work is in big cities. Each special pioneer tries to make 15 or more setups a day with the phonograph, and from these setups makes as many back calls as possible in evenings or at other times during the day. The Lord has greatly blessed the special pioneer service, and those that are in it are averaging more than 160 hours a month. As spring comes on this little band of faithful warriors will gradually increase their hours toward the 200 mark, which is the goal set for them.

This call goes forth to pioneers, auxiliaries or company publishers. Consider it. Take it to the Lord and see if you can increase your interests in the Kingdom to the extent of being a special pioneer. Write the Society for more information. Why not be a special pioneer in March and be ready for the world-wide campaign in April with *Enemies*, *Cure* and *Consolation*?

An Excellent Three Months' Work

The publishers have put forth a greater effort during the first three months of this fiscal year than during the last. On the average, 1,508 more publishers have been in the field regularly, and there was an increase in hours of 154,004. Another splendid thing about the report is the fine increase in number of books. That gives an evidence of the fact that *Enemies* and *Riches* are the publications that the people want and need. The brethren know this and are stressing it in their work. There is an increase in the work all along the line, with the exception of booklets and obtainers. We believe that the next three months will show an even better increase over that of the past year.

THREE MONTHS' COMPARISON
(Oct., Nov., Dec., 1937 and 1936)

	1937	1936	Difference
Books	517,165	428,006	89,159
Booklets	2,350,188	2,529,763	*179,575
Total	2,867,353	2,957,769	*90,416
Av. Pub.	23,863	22,355	1,508
Hours	1,481,336	1,327,334	154,002
Obtainers	1,530,216	1,600,621	*70,405
Sound Att.	3,145,057	2,256,105	888,952

* Decrease.

REMEMBER 30,000 Publishers

INFORMANT

MARCH, 1938 EXTRA EXTRA EXTRA BROOKLYN, N.Y.

Jehovah Gives World-wide Warning to "Christendom"

"Enemies," "Cure" and "Consolation", the Message

Call to Action! All to 'Rise Against Her in Battle'!!

This Siege to Continue Three Months

Eleven Million Pieces of Literature to Be Distributed

Some months ago Brother Rutherford outlined a campaign which calls for the greatest united effort ever put forth by the Lord's anointed and their companions. This campaign begins April 9 with the "COMPANIONS" testimony period and will continue to the end of June. This is a period of nearly three months, and it includes two testimony periods, "COMPANIONS" and "BOLDNESS".

The personal letter by Brother Rutherford to the witnesses of Jehovah throughout the earth which you receive with this *Informant* sets out the importance of this witness and shows that a warning from the Lord's Word must be given to "Christendom". Jehovah's witnesses and their companions are charged with the responsibility of giving this warning. So that this warning may be clear and understandable to the people, the literature that will be offered will be *Enemies* and a new 32-page booklet, *Cure*, which is full of fire and contains a pointed message that every person in the world should have. The first printing of this booklet in English alone will be ten million copies. The foreign languages will greatly add to this total. With Jehovah's blessing and favor all of these *Cure* booklets and one million *Enemies* (or *Riches*) will be distributed in the three-month campaign. All the *Cure* booklets must be distributed during these three months because of the special offer for *Consolation* made on the back of the booklet, which expires June 30.

Study the *Cure* booklet carefully. Know its contents and be acquainted with the special offer. You will then most certainly be one of the "companions" who will 'rise against her in battle'.

A World-wide Quota

For this three-month period, April, May and June of 1938, a world-wide quota is being set for the distribution of the Kingdom message. It is confidently expected that the greatest number of publishers ever engaging in the field at one time will share in this mighty witness. In the United States alone we expect that there will be upward of 30,000 different persons 'putting forth their best endeavors to carry this testimony to those who have a hearing ear and to give warning to others'. So that this warning and testimony may be given the world-wide quota is set at

10,000,000 Booklets
1,000,000 Bound Books
100,000 New Subscriptions

This will require a very extraordinary effort on the part of all those fighting for God's kingdom. It means more than double anything ever done heretofore in the same length of time. For months past every branch of the Society in the world has made great preparation in announcing this campaign and seeing to it that it will be carried forward to the honor of Jehovah's name. Think of it! 10,000,000 of the *Cure* booklet, a million of the book *Enemies* (or *Riches*), and 100,000 new subscriptions for *Consolation!*

The Special Offer

As stated on the back of the *Cure* booklet, beginning with April 9 the brethren of the Lord and their companions will offer *Cure*, *Enemies* (or *Riches*), and one year's subscription for *Consolation*, on contribution of the amount usually received for *Consolation* alone, which is a dollar in the United States and $1.25 in other countries. This is the finest offer that has ever been made to the peoples of the world, and surely never before has such a powerful message of warning been carried to them.

Phonograph Introduction

All publishers who are fortunate enough to have a phonograph and the "Enemies" record will introduce this special offer by running this record. After persons have heard the "Enemies" record, which most forcefully shows them why they should study the book, it will be easy to present the special offer of *Consolation* along with *Enemies* and *Cure* on a contribution of only a dollar. If the people already have *Enemies*, then run the "Riches" record or some other disc that we know will arouse interest in the minds of those people who are seeking righteousness. The point is that we should use our phonographs extensively and show the people what a great advantage it is to them to have *Enemies* and *Cure* and to have *Consolation* coming to them every other Wednesday.

Testimony Card

The Society is providing every publisher with a testimony card which sets out briefly why people of good will should take advantage of this special offer. You may find that handing the testimony card to the person first and then introducing the phonograph will be to your advantage in gaining entrance to the home. Or, if you find it to the best interests of the work to use the phonograph first, then do that. Many of the publishers will find it very helpful to direct the attention of the people to the announcement on the back of the *Cure* booklet early in their discussion to show why the people should have *Enemies*, *Cure* and *Consolation*. Always bear in mind that this special combination is limited to these three months. At every home offer the dollar combination. If the people do not desire to have the magazine and cannot afford to contribute a dollar, then point out the great benefits that will be theirs by their reading the book *Enemies* and *Cure*, which you may leave on a contribution of only 25c. If they cannot take even this, and have shown sufficient interest to listen to your message and would like to read something, then leave them the *Cure* booklet on a contribution of a penny or anything they wish to give. If they cannot contribute, and are willing to read, and promise to read it, leave them the *Cure* booklet free. We must leave the *Cure* booklet in the homes of more than ten million interested persons in these three months.

Three-Month Siege

It is the privilege of the publishers of the Kingdom in the United States to place seven million of the ten million *Cure* booklets printed in the English language. To place these seven million of the *Cure* booklet is a tremendous but possible task. To do this it will be necessary to reach at least fourteen million homes. That will mean that each company publisher in the United States must call on at least 500 homes in these three months and leave the *Cure* booklet in 200 of them. The individual quota for each company publisher is 200 booklets, 20 bound books, and three subscriptions for *Consolation*, in this three-month period. This tremendous task of distributing seven million of the *Cure* booklet and hundreds of thousands of the book *Enemies* (or *Riches*), and obtaining thousands of subscriptions for *Consolation* can be accomplished IF each individual takes upon himself the responsibility of doing his share of the work. The auxiliaries and the pioneers have a higher quota than that of the company publishers. Each one of the auxiliaries during this entire period will, by the Lord's grace, place 500 booklets and 75 bound books and obtain six *Consolation* subscriptions. The full-time publishers—the pioneers and the special pioneers—have the privilege of making a quota of 1,000 booklets, 150 bound books, and 15 *Consolation* subscriptions. If everyone in the United States attains this personal quota for three months, the quota for the United States will be attained and the world quota will be met! What an opportunity! What a witness this will be to Jehovah's name!

If You Have Never Been a Publisher

Carefully consider Brother Rutherford's letter to you. This letter, along with this *Informant*, has gone to more than 43,000 persons. Instructions of how to carry on the field work, as set out in the *Informant* month by month, go to the same number regularly. This shows that there are many interested persons now reading the *Informant* and the *Watchtower* magazine who do not report as publishers of the Kingdom. The greatest number of publishers ever engaging in the Kingdom work at one time in the United States has been 27,004. That means those who are feeding upon the Lord's Word in

(*Continued on page 2, column 1*)

Brother Rutherford Writes to Witnesses

'Entering Period of Unusual Importance'

Letter Going to Every *Watchtower* Subscriber

This *Informant*, which sets out the details of the campaign, is being sent along with Brother Rutherford's letter of January 31, 1938, which is addressed "To the witnesses of Jehovah throughout the earth". A testimony card also is supplied. This letter is a great comfort to everyone who loves righteousness and who is willing to fight for the Kingdom under Christ. Because of the importance of this message from the president of the Society, it has been translated into every foreign language in which the *Watchtower* magazine is published. All readers of *The Watchtower* will receive this letter in their own language, and we feel sure that after considering its contents all those who are not already publishers will become such during this great witness with the book *Enemies* and the *Cure* booklet, and *Consolation*.

Brother Rutherford states that we "are now entering upon a period of unusual importance" and that NOW we must deliver to the people the message of the hour. Will you deliver that message? If you are not a publisher now, provision is made in this *Informant* for you to get a supply of literature, so that you may engage in this greatest of all campaigns. If you are located in territory where a company organization already exists you will be furnished the name of the company servant, whom you should contact immediately and avail yourself of the privilege in working with the witnesses of Jehovah throughout the earth.

Have You Studied *Cure*?

The suggestion is here offered that the companies substitute the *Cure* booklet for *Enemies* in their *Enemies* study period for the next few weeks, so that all will be thoroughly acquainted with *Cure* by the time the campaign begins. When the booklet is completed, then again take up *Enemies* where you left off.

Memorial, April 15 After Six P.M.

Anointed and Companions to Assemble in One Place

As announced in *The Watchtower*, all of the anointed of the Lord who partake of the Memorial, and their companions who will be observers at the feast, should assemble at one place on the evening of April 15, after 6 p.m. The Society desires to keep a report on the Memorial. This report should appear on your April report card, at the bottom. Please show the following: Number of persons attending the services; number partaking of the emblems. All of those present at this memorable occasion will want to be witnesses for the Kingdom; and if you are not a regular publisher you should contact the company servant that evening or sooner, so that arrangements can be made to begin in the work.

Something That Has Never Been Done Before

Preparations for This Campaign

Never before, to our knowledge, has there ever been printed any publication whose first printing was ten million copies. Never before has there been a booklet released in 15 different languages at the same time for world-wide distribution. Never before has the same piece of literature been prepared and held in readiness in every principal country of the world for distribution on a given date. All of these things which have never been done before are now being done with the *Cure* booklet. In the English language alone we have nearly completed the printing of ten million copies. By April 1 all of these will be printed. Added to this there are hundreds of thousands of copies of *Cure* in 14 other languages being prepared for the countries where they are to be used as well as for those people in the U.S.A. who speak those languages. April 9 will be the beginning of the greatest campaign that has ever been waged against the Devil's organization by Jehovah's witnesses and their companions.

News flashes from all parts of the world show that the brethren and their companions are ready for this great campaign. They have *Cure*. They have *Enemies*. They have *Consolation*. Do you have your supply?

ENGLAND

"We will push this campaign to the limit. Hope we have to order 500,000 more *Cure* in addition to the 1,500,000 consigned."

AUSTRALIA

"Rush 75,000 more *Enemies* for *Cure* campaign."

BRAZIL

"Increase our order for *Cure* by 15,000. We are preparing for this campaign with great joy."

NORTHERN EUROPE

"We are asking for over a million *Cure*, which we hope to see vanishing by June 30."

MEXICO

"Setting a quota of 120,000 booklets, 9,000 books, 1,740 subscriptions."

CANADA

"The brethren all over Canada will attack religion as never before."

JAMAICA

"Making special arrangements to put out our quota and more if possible."

Reports for April, May, and June

Report cards will be made out the same as heretofore for April, including the report from the first day to the last, and the report for the testimony period alone in the space provided for this purpose. At the bottom of the report each company servant, pioneer, auxiliary and special pioneer should make the following notations: Number of *Consolation* subscriptions sent in to the Society during the month; number of back calls made during the month; and on the April report, of course, the Memorial attendance and the number of partakers of the emblems. Write it as follows:

"Consolation" Subscriptions____
Back Calls____
Memorial Attendance____
Memorial Partakers____

Consolation copies should not be reported as booklets, whether you leave them as sample copies or not. Pioneers and auxiliaries may report Memorial attendance and Memorial partakers in ONLY such cases as are isolated from a company gathering. Where a group of pioneers gather for Memorial in isolated territory, one of them should make the report for the entire assembly.

Consignments to Companies Began February 1

Pioneers and Auxiliaries Must Order *Cure* Booklet

On February 1 the Society began making shipments of *Cure* along with orders sent into the office from the companies. We will continue to do this up to March 15. Every company in the United States should order some supplies between now and March 15, so that we can ship with this order your consignment of *Cure*.

"Cure" in Other Languages

Any company in whose territory there are Greek, Ukrainian, Spanish or Portuguese people can now have *Cure* in these languages also. These will not be consigned; you must order your supply. Please order immediately. Do not order *Cure* in any language except English, Greek, Spanish, Ukrainian and Portuguese, as there are no other languages in stock yet. As soon as they are stocked we will let you know.

Every special pioneer, pioneer and auxiliary publisher should get an order in immediately for his supply. Order what *Cure* you can distribute, as no consignment will be made to those in these branches of service. Isolated persons who are not connected in any way with a company organization should use the order blank published in this *Informant*. Other publishers will get their supplies from the company stock. Companies will please order *Enemies*, *Riches* and other literature within the next ten days.

Distributors' Copies

Special rates are offered on *Consolation* when five or more copies go to one address regularly. These are called "Distributors' Copies", because it is understood that these are to be used as samples in advertising the magazine and in securing additional subscriptions. The rate for Distributors' copies is $3.00 per year for five copies of each issue to one address; and 60c for each additional copy per year. If less than five copies are ordered to one address this special rate will not apply, and the rate is then $1.00 per year for each copy.

Sample copies of *Consolation* are not to be distributed as a substitute for the *Cure* booklet, but left only with those who subscribe or with those on whom you make back calls. Probably after the second or third back call you will be able to get a subscription.

(*Continued from page 1, column 4*)

the United States and who are associated regularly with the Kingdom organization are not all engaging in the field work. In other words, there are more than 15,000 persons who know about their responsibilities to the Lord but have yet to take the necessary stand to be of those who give the warning to "Christendom" or aid those people of good will to come out of that wicked organization and seek refuge in the Lord's organization. You who have never been publishers, what are you going to do in this campaign which begins April 9? To make it convenient for you there is printed elsewhere herein a coupon which, when properly filled out and sent in to the Watch Tower Society, will bring to you *Cure*, *Enemies* and sufficient instruction that you may be associated in this greatest of all campaigns giving witness against the Devil and for the Lord and His kingdom. There is every reason why there should be over 30,000 publishers engaging in the field work in the United States alone during the world-wide "COMPANIONS" testimony period. We are all companions in the Lord's organization desirous of doing one thing—having a share in the vindication of Jehovah's name and word.

Back Calls

In order to really assist the people of good will who show interest in your first call, it is necessary for you to make a back call on them in the evenings or at any other time at their convenience with the records "Safety", "Exposed," "Worshiping God" or "Religion and Christianity". You cannot run all of these at one time, but you can arrange for back calls on these persons who have obtained *Enemies* or *Riches* and a year's subscription for *Consolation*. Even if they do not take *Consolation*, and are willing to hear, arrange for them to hear.

Every company organization should keep a list of the names of those persons who subscribe for *Consolation*, and should see that these people are given attention during the campaign in the back-call work. The Society will receive thousands of new subscriptions because of the placing of ten million of the *Cure* booklet throughout the world. When we receive subscriptions direct from the newly interested, the names of these persons will be sent to the company organizations in whose territories these interested persons live; and when the companies receive these good-will slips they will please make a back call on those persons at an early date. We want to give all the people of good will a full opportunity to get a knowledge and understanding, so that they may take their stand on the side of the Kingdom. Persons of good will whose names you already have in your back-call file should be called on again during the three-month period, so that they may be able to obtain this special offer of *Consolation* and *Enemies* (or any other book) along with *Cure* on a contribution of a dollar. Every one of the Lord's anointed and their companions will pay special attention to the back-call work during April, May and June. Remember to report back-call activity.

If you have heretofore been a publisher for the Kingdom you will not want to miss this opportunity to again share in the Kingdom work. If you have not yet been a publisher for the Kingdom, we feel sure that you will want to make every effort to share in the proclamation of the good news now, by availing yourself of the special offer set out in this *Informant*. By the grace of God this campaign will be the greatest that his organization on earth has ever waged, and it is our privilege to rise up against the enemy in war. Knowing that our warfare is to bear testimony to Jehovah's name, we sing forth his praises.

30,000 Publishers Can Be Reached

Will You Do Your Part?

Every effort should be made on the part of the company servant and the service committee during the next five weeks to contact every person in the company who has been a publisher or is a publisher, and find out if there is anything you can do to assist them to get into the service during this special campaign. As the last *Informant* pointed out, we have heretofore reached a peak of 26,250 publishers, and in order to bring this up to 30,000 publishers each company should increase its number of publishers 15 percent. In other words, if you had 100 publishers as your peak during October, November and December, then you should have 115 in April. As is pointed out elsewhere, there are 10,000 to 15,000 persons associated with the company organizations that are not now publishers. What are you doing to assist them in this work? Are you taking full advantage of your back-call privileges? Are there sufficient studies of *The Watchtower* and *Enemies* organized for the convenience of the brethren? Do you have weekly service meetings? Are they well arranged? Are they interesting? Are you doing everything possible to assist those people who love righteousness and the Kingdom to get into the field work? We can reach the 30,000 quota provided every company does its share by increasing its number of publishers 15 per cent.

Order Blank

Watch Tower,
117 Adams St., Brooklyn, N. Y.

I would like to have a share in publishing the good news of God's kingdom. If there is a company of Jehovah's witnesses near my address, please put me in touch with them, if not, please send me complete information on how to be a publisher of the Kingdom. Also please send to the address below 40 *Cure*, 2 *Enemies*, 1 *Riches*. Enclosed find one dollar to aid in carrying on this work.

Name .....

Street .....

City .....

County .....

State .....

INFORMANT

APRIL, 1938 'Be not afraid: the battle is God's.'—2 Chron. 20:15. BROOKLYN, N.Y.

Are You Ready? April 9 Only a Few Days Off!

World-wide Witness Begins with Religionists' "Holy Week"

Make "Companions" Period Your Best Period

30,000 Publishers Should Average 10 Hours for Period

We have come to the time that all the Lord's people have been looking forward to and preparing for during the past three months or more: to the beginning of the greatest world-wide campaign ever carried on by the Lord's visible army.

All the details have been taken care of, either in former *Informants* or in another part of this *Informant*. Everyone, by now, should know what he is going to do, how to do it, when he is going to enter the campaign, and to what extent he is going to participate in it.

The campaign commences Saturday, April 9, the first day of "COMPANIONS" testimony period. This will be a red-letter day for all those who are on the Lord's side, the anointed and their companions. The campaign should start with enthusiasm and zeal. The first week has a number of "holy" religious days in it—Palm Sunday, Good Friday, and Easter Sunday. This is one season of the year when the Hierarchy crowd think they reign supreme and all they have to do is to sit back and gather in the shekels from their poor deluded supporters. Many persons will be sighing and crying because of the abominable conditions that exist in the religious organizations controlled by the old "harlot". It is a fine time to begin distribution of *Cure* and get a real wallop at the religious racketeers before they get over their drunken stupor.

For practically all of us the Saturdays and Sundays, April 9, 10, 16 and 17, as well as Friday the 15th, will be the days on which we will devote most of our time to the field service. With five full days for most of us, and witnessing parties arranged for every day for those who can get out, along with the many back calls to be made, we shall get off to a wonderful start. Company publishers should easily get in 10 hours or more, and the pioneers and auxiliaries will be able to do much more.

A number of the brethren who are schoolteachers or pupils in school will have an opportunity to put in still more time, because of the Easter holidays which go into effect in most sections of the country. Those who really love the Lord will demonstrate how these holidays can be used to the glory of His name by taking advantage of the occasion to enter the field service. There is no doubt in our minds that 30,000 warriors in the United States will be fighting **shoulder to shoulder during our most** tremendous campaign. We are looking forward with keen interest to the results of the "COMPANIONS" period, and, of course, to the results of the entire month. Let each one, therefore, carefully check each and every feature of the work and see if he has made the necessary preparations and is ready to "shoot" when the day arrives.

Has each and every one of you studied the *Informants* thoroughly, so that you are acquainted with all the details of the campaign?

Are You Ready?

Have you checked on your equipment? Have you seen to it that you have the proper records, that your phonograph is in good working order; that you have a good supply of *Cure*, *Enemies*, and *Riches* for those who already have *Enemies*, and a good supply of Distributors' copies of *Consolation* and *Consolation* subscription blanks? See that you have your testimony card all prepared for such emergencies as may arise.

(Continued on page 2, column 1)

Notice

The March EXTRA *Informant* was sent to all subscribers for the *Watchtower* magazine and is not being consigned to companies. Do not order extra copies. You may, however, order extra supplies of the special testimony card for the three-month campaign.

With This *Informant*

we are sending you
- "Outline for Weekly Service Meetings"
- Subscription Transmittal Sheets
- "My Quota" Sheets
- A few Testimony Cards
- Some *Consolation* Subscription Blanks

Brother Rutherford's personal letter mailed to all *Watchtower* subscribers is of such importance that it is reprinted here.

January 31, 1938

To the witnesses of Jehovah
throughout the earth.

Dear Brethren and Companions:

A world-wide witness campaign to the name and glory of Jehovah and his King begins April 9, 1938. That campaign specially features the message of testimony of the Lord set forth in the books "Riches" and "Enemies" and the booklet "Cure". Such contains a warning from the Lord's Word to "Christendom" and a message of hope to those who are looking for consolation. The obligation to get this message to the people is laid upon everyone who has covenanted to do the will of God.

It appears from the Scriptures that the people of God are now entering upon a period of unusual importance, during which time every one of the anointed and companions must do his, or her, duty. It is my privilege and duty to call your attention to the importance of the hour and to the message of the Lord that must now be delivered to the people. All witnesses must now be at complete unity in action, dwell in peace, and work harmoniously in righteousness.

Will you put forth your best endeavors to carry this testimony to those who have a hearing ear and to give warning to others?

Never in times past has there been such an opportunity to sing forth the praises of Jehovah and speak of his glorious name as now. He has commanded all who are of his organization to rise up against the enemy in war, and our part in that warfare is to bear testimony to his name and sing the praises of Jehovah and his King. Be of good courage and do your part, and may the God of peace and righteousness shield and protect you and richly bless you as you go forth. To you the Most High speaks as at Isaiah 51: 16.

The interest of the Kingdom is of paramount importance and is the only thing worth while.

With much love and best wishes,

Yours for the Kingdom Interest,

J. F. Rutherford, President

WATCH TOWER BIBLE AND TRACT SOCIETY

In February 24,856 workers were in the field; the best February yet. Needed 5,200 more publishers to put us over the 30,000 mark. By the Lord's grace it will be done.

Watch Your Progress Week by Week

Turn In Reports Daily

The Society has set the quota of *Cure*, *Enemies* and new *Consolation* subscriptions it expects each publisher will reach by the end of the campaign, June 30. On this basis the company is to set its quota.

From the very outset, the service committee should vividly keep the publishers informed from week to week of the progress they are making toward meeting the company quota. Only in this way can prompt steps be taken to overcome any emergency that may arise because of falling behind in any phase of the quota. A splendid way of portraying this is by means of a "thermometer chart", as illustrated in the Outline. This instrument should measure the "heat of the day", and is a good means to check on the distribution of the "hottest" message yet, *Cure* and *Enemies*. The Lord says, 'I would that you were "cold" or "hot".' The lukewarm He spues out of His mouth. A member of the company should be selected to keep this chart up to date, so that the publishers at each service and Sunday *Watchtower* meeting may know what has been accomplished and what they have yet to do. Also, each publisher should personally see to it that the "My Quota" chart is accurately kept, so that each one can put forth the required effort to aid the company meet its quota and really help in making the world-wide quota.

Accurate Daily Reports Required

Each time a publisher engages in the witness work, the publisher should make out a Daily Report slip and promptly turn in this report to the company servant or drop it in the report box. Turn these in at every meeting or as soon as you can. Your full co-operation is necessary in this, so that the service committee can keep abreast with the quota set. This is the time to turn on all the "heat" and make it hot for the old "whore". The world-wide witness of her coming destruction at the hands of Jehovah's Executioner will make her squirm and howl. The more intense the heat (zeal for Jehovah), the higher will go the "thermometer". Let each one co-operate in every feature of the campaign, putting his heart and soul in the joyful task now set before him.

How to Obtain *Consolation* Subscriptions

Before you can intelligently present anything to the people you must be acquainted with the article. The reason why the book *Enemies* is going so well is that the brethren have read and studied it. The reason why *Cure* will go well is that you will have studied it. You should be acquainted with reasons why people should read *Consolation*. Some of these reasons are (1) that Brother Rutherford is a regular contributor to the magazine, and his answers to various questions can be found on page 17 of every issue; (2) commerce and politics do not control the magazine; (3) it publishes facts and truths that are not found in the newspapers and other magazines. Other suggestions you will be able to find in the regular advertisements of *Consolation*, which each publisher should read. These points should be presented to the people who show interest. We must appreciate the value of a magazine before we can show its value to someone else. Therefore all the brethren should be subscribers. Send in your subscriptions now. After you have read your copy, then use it as a sample copy in obtaining other subscriptions in the world-wide campaign with the *Cure* booklet.

Company Publishers, Please Take Notice

The correspondence received shows that many small orders for literature are sent in by company publishers. It will be easier and of less expense to the Society, and a saving to yourself, if you get all your literature from the stockkeeper rather than use the coupons in *Consolation* or, for example, the special coupon that was in the recent *Informant* regarding the world-wide campaign with *Cure* and *Enemies*. The Society has always stressed "100-pound orders" because this is cheaper; and if the brethren associated with companies will please get all their literature from the company stock we can send more 100-pound orders to the company. We shall appreciate it if all company publishers and all associated with company organizations will please co-operate to this extent. It tends to better organization in the company and will relieve the office here of much extra work that is really unnecessary. Get all your supplies through your local company organization.

(*Continued from page 1, column 4*)

Have you your territory? Do you know where you are going to work, with whom you are going to work, and when?

Have you studied your *Cure* booklet, so that you are acquainted with its contents and can intelligently tell the people the message it contains?

Have you advised the company servant and service committee of the part you are going to have in the campaign, when you are going to be on the job, in what car you are going, or who is going with you in your car, so that all the necessary preparations may be made? Do you have a territory assignment near your home, so that you can get out for an hour or two in the middle of the week also?

The company servant and service committee should thoroughly check up also on the territory, see that it is properly prepared and assigned, that all equipment is in condition to "shoot", that sufficient literature is at hand — *Cure*, *Enemies*, Distributors' copies of *Consolation*, records, etc., and that the names of the people of good will are thoroughly checked over and that they are being assigned so that those persons will be given attention during this campaign and given an opportunity to obtain the special combination themselves and introduce it to their friends, relatives and neighbors.

Do you have a proper indicator, so that the progress of the work may be ascertained, as illustrated in the "thermometer" appearing in the outline accompanying this *Informant*?

Are the necessary brethren appointed to look after the subscriptions, to see that they are properly recorded and contributions for same received and forwarded to the Society?

These and all other preparations necessary for a successful campaign should be carefully checked now, that the work may go forward smoothly, enthusiastically and effectively to the glory of the Lord. It will not be difficult or burdensome to any if each one does his part, but if one lies down and refuses or neglects to do his part, then the burden will fall on somebody else. Let no one be a burden to his brethren, who themselves have all they can do, but let each one cheerfully co-operate in making this campaign a success.

Sending In Your 100,000 Subscriptions

How to Do It

In order to handle this tremendous increase in subscriptions, the office at Brooklyn will need all your co-operation. With this *Informant* there is being sent to every company, pioneer and auxiliary a special form to use in transmitting subscriptions to the office. Please follow the suggestions set out herein.

Check each subscription slip turned in, for complete address. If not written plainly, make it clear, so it can be read here without any trouble. Be sure the street, avenue or route number is shown. If these are not filled out completely, immediately have the publisher who took the subscription and signed the slip give you the correct information. If subscription is obtained through the special offer, the company servant will receive 75c to remit to the Society. The other 25c of contribution is to take care of the cost of *Enemies* and *Cure*.

The company servant should select a capable brother or sister to check all slips and to fill in all the names and addresses on the "transmittal form". Keep a carbon copy for your own records. Number the forms consecutively and send in a remittance to cover the subscriptions listed at 75c each, and those at $1 you may list as "renewals". When mailing, have money order to cover, special form with all the names and addresses listed, subscription blanks to correspond with the "transmittal form", all enclosed in one envelope. These should be mailed in at least once a week, and oftener if you get more than a sheet full.

We cannot overstate the care that should be exercised in handling these subscriptions, not only on the part of each publisher in turning them over promptly to the company servant, but also on the part of the person who gathers the subscriptions and sends them in to the Society. The more care that is taken all the way through, the better the handling here in the office will be, and the fewer the complaints we shall receive. We know you will co-operate.

Spanish Testimony Card

A testimony card in Spanish has been prepared introducing the special offer of *Cure*, *Riches* and *Consolation* (all in Spanish), on a contribution of 75c. Spanish *Consolation* is published only once a month, hence a year's subscription is only 75c, and during the special campaign *Cure* and *Riches* will be offered with a year's subscription on contribution of 75c. If you need some of these cards for your territory, please order them.

New Model Phonograph

The Society is pleased to announce a new model of the small portable phonograph. The new model is very similar in every respect to the small model previously manufactured, except that it is 11/16 of an inch deeper than the older model, which permits the tone arm and reproducer to be left in the playing position when no more than three discs are being carried in the machine. There is a small coil spring in the lid of the case to hold the records on the turntable when carrying the machine. The removable tone arm feature is retained so that on making back calls the tone arm and reproducer can be placed in the bottom of the case as before, thus leaving room for carrying up to 10 or 11 discs in the phonograph.

The Society is nearly 2500 machines behind in filling orders, but we hope to be able to fill all of these orders in the next three months. All of these orders will be filled with the new model which we are now producing.

Convention

A convention of Jehovah's witnesses and companions will be held at San Antonio, Texas, April 15-17 inclusive. Both the Spanish- and English-speaking people of the Lord will be served at that convention. The convention will open at the meeting place, 323 Matamoros Street, at 8:30 a.m. on Friday the 15th. All brethren should bring their phonographs, with the necessary records. Those desiring accommodations will please address J. D. Carter, 517 Stonewall St., San Antonio, Texas. A joint meeting of English and Spanish will be held on the evening of the 15th to celebrate the Memorial.

"My Quota"

For World-wide Campaign

Enclosed with this *Informant* are sufficient special forms for each publisher. Every one of the witnesses for the Kingdom will want to know whether he is keeping up with his own personal quota; therefore the Society is supplying this week-by-week report. As you turn in to the company servant your worker's Daily Report of your field activity you should make notation from it on "My Quota" record. In this way you can keep tab on the number of books, booklets and subscriptions you have obtained and see whether you have reached your personal quota and how much over your personal quota you accomplish in the three months. If ALL of those who are actively engaged in the Kingdom work maintain their personal quota, then the world-wide quota of ten million booklets, one million bound books and one hundred thousand new subscriptions for *Consolation* will easily be attained. We hope that your totals for the campaign will be more than your personal quota. More than 43,000 of the "My Quota" sheets are being sent to *Informant* readers. If every one of you will use it and report your activity to the company servant we shall more than reach the 30,000 quota of publishers.

What to Do When You Take a Subscription

Each publisher, when obtaining subscriptions for *Consolation*, should leave with the individual a current copy of *Consolation*. Also leave with the party the *Enemies* book, the *Cure* booklet and a carbon copy of the subscription slip, which is his receipt. Sign this receipt.

The original slip, together with the remittance of 75c, you will turn in at the very first opportunity during the week to the company servant or the one designated to receive subscriptions and transmit them to the Society.

You will also make out a Back Call slip. Hold this Back Call slip yourself, so as to make a back call within a week or two with phonograph records.

Before leaving the subscriber, state to him that his first issue of *Consolation* will come in two or three weeks. In a few words tell him about the world-wide campaign, so that he may understand that a tremendous number of subscriptions are now coming in to the office and that therefore a short delay should not cause him any concern. PLEASE DO *NOT* TELL SUBSCRIBERS THAT THEY WILL RECEIVE COPIES OF *CONSOLATION* NEXT WEEK.

If the party wants his subscription to begin with any particular number, mark on the subscription slip coming in to the Brooklyn office "Begin with Issue No. ..... ". If your slip is not marked, we will mail him the current issue.

News Flashes

Egypt

"The Hierarchy has spread a tremendous amount of vicious propaganda against us. But the work is progressing and we are decided to push the battle to the gate."

Mexico

"The brethren here are enthusiastically mobilizing 'AGAINST HER IN BATTLE'. Now, as never before, we have a splendid opportunity to prove our love to Jehovah."

South Africa

"Many of our brethren in other lands may be hindered by reason of the opposition of the enemy from attaining their quota, and it will be our privilege to help make up the leeway. We feel confident that all the publishers in this country will exceed the quotas set."

United States

"I have received Brother Rutherford's letter and the *Informant*. After reading the letter and the *Informant* my brother and I have decided to take an active part with all the other witnesses throughout the earth in spreading 'this gospel of the Kingdom' of Jehovah God. Enclosed are two dollars for a *double* order of enclosed order blank. Please let us know what we have to do to get this territory to witness to. My brother and I and families have taken our stand on Jehovah's side, and have broken away from religion. From now on, with the help of Jehovah God and Christ Jesus our Lord, we will be witnesses for His name."

You can get CURE now in

English	Greek	Spanish
French	Hollandish	Swedish
Finnish	Norwegian	Ukrainian
German	Portuguese	

CURE printed to date

Brooklyn factory	8,717,350
Berne factory	1,430,960

Switzerland

"We are doing our utmost to make this the biggest campaign that was ever put through, even in the face of ever-increasing opposition."

INFORMANT

MAY, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N.Y.

Jehovah Blesses "Companions" Campaign

All Expectations Exceeded

Countries Report Excellent Results

United States on Its Way to 30,000 Publishers

The greatest campaign ever arranged for the Lord's people throughout the world is well under way. It began on April 9, and has received his rich blessing.

In the opening of this grand campaign our brethren in Australia had the blessed privilege of having with them Brother Rutherford. A tremendous witness was given, and word received by the Society states that at Brother Rutherford's public meeting on Sunday April 24 there were 25,000 in the visible audience. These heard Brother Rutherford set out in no uncertain terms "WARNING", the subject of his lecture. The radiogram also stated, "Catholic Fascist opposition squelched." We shall be glad to hear more about this as news reaches us by mail.

What is happening in the United States? Out of the 20 companies that sent in early reports concerning the testimony period it is gratifying to report that these 20 companies made their quota of 15-percent increase over their peak of publishers in the field this year. The quota for these 20 companies is 3,503 publishers, whereas there were actually 3,650 in the field during "Companions" Testimony Period. An astonishing thing about the report is that there were 1,165 more publishers in the field this year than during the same period last year.

Distribution of bound books and booklets far exceeds anything to date. These 3,650 publishers alone distributed 6,873 bound books and 107,394 booklets, and took subscriptions to the number of 1,361.

As one reason for the big increase, most of these companies attribute it to the constant back-call work which they have carried on during the past year, and in this report we find a splendid effort put forth by the publishers in making back calls: in these nine days 1,835 were made.

The report set out is, we believe, representative of the entire United States, and we look with keen interest to the final report. We feel sure that all the thermometers which each local company has fixed up stand well above the May 1 mark by this time. We cannot rest, however, now that the campaign has begun, but must press hard during all of May. We should be able to make our quota in May, because we have five Sundays, and then prepare diligently for the "BOLDNESS" Testimony Period early in June.

Viewed from every angle, this campaign is going forward with the greatest enthusiasm, and if all the companies, pioneers, auxiliaries and other brethren in the United States and our brethren elsewhere throughout the world maintain a proportionate increase, there is no question that we shall reach the world-wide quota of 10,000,000 booklets, 1,000,000 bound books and 100,000 *Consolation* subscriptions. Jehovah has led us into this battle, and we rejoice that we can have a share in the vindication of His name. Keep in mind our quota for the United States, of 30,000 publishers, and this can be reached if in this campaign every organization presses on with the zeal peculiar to the Lord's house.

British Isles Show Tremendous Increase

Books Jump from 371 to 3,325

Our brethren in the British Isles have pressed on with this battle as have others of the Lord's organization throughout the world. Reports from ten cities were rushed through so that some indication of the advance of the Kingdom interests might be set out in this *Informant*.

It rejoices our hearts to see that the 1,622 publishers reporting have increased the hours in the field by approximately 60 percent, putting in 16,498 hours this year, to compare with 10,153 last year. It is expected that the entire British Isles will show a like increase in hours. There were 255 more publishers in the field, which is a splendid increase over the same testimony period last year. An outstanding feature in the report from these companies is the great increase in bound books. Last year they put out 371 in the spring period; and this year, 3,325. What a witness this is against the enemy! Then, when we look at the distribution of the *Cure* booklet, compared with last year's booklet distribution, we find that this is more than doubled. These ten companies put out 98,296 booklets.

The subscriptions are coming in well: 346 were obtained in these companies alone, and many more subscriptions have been sent to this office from the British Isles since the above report was compiled.

England did well in its back-call work, which is another important feature of this campaign, there being 889 back calls made during the campaign for these companies reporting. Back calls cannot be stressed too much, and, as has been proved in many places, the back calls aid the people of good will to take their stand on the side of the Kingdom and they soon become Kingdom publishers. The British Isles are on the way to their 6,000 publishers, which is their quota for April.

Activities of Forty Average Companies in Three Countries for "Companions" Testimony Period

UNITED STATES	Books	Booklets	Subs.	Back Calls	Publishers 1938	1937	Increase
New York, N. Y.	3,154	42,781	558	1,114	1,181	840	341
Philadelphia, Pa.	562	10,773	120	147	363	250	113
Detroit, Mich.	483	7,669	100		330	228	102
Minneapolis-St. Paul, Minn.	438	8,637	139	133	310	177	133
Washington, D.C.	284	3,778	69	52	144	98	46
Reading, Pa.	251	5,872	53	24	141	110	31
Toledo, Ohio	222	3,893	31	91	132	88	44
Tulsa, Okla.	183	2,766	29	22	132	50	82
Kansas City, Mo.	101	1,702	35	41	120	88	32
Baltimore, Md.	155	2,265	26	24	108	60	48
Louisville, Ky.	139	2,159	34	56	85	70	15
Worcester, Mass.	115	1,589	19	13	85	54	31
Flint, Mich.	81	2,001	24	8	82	61	21
Wilmington, Del.	116	2,069	14		73	52	21
Elizabeth, N. J.	135	2,643	26	31	67	40	27
Lowell, Mass.	77	1,275	15		65	40	25
Allentown, Pa.	93	2,171	13	22	61	49	12
High Point, N. C.	75	1,195	14	6	61	39	22
Dallas, Tex.	106	755	22	47	56	49	7
Attleboro, Mass.	103	1,301	20	4	54	42	12
Total	6,873	107,294	1,361	1,835	3,650	2,485	1,165

BRITISH ISLES	Books	Booklets	Subs.	Back Calls	Publishers 1938	1937	Increase
Greater London	1,960	55,361	250	566	779	706	73
Liverpool	168	5,551	15	81	101	71	30
Birmingham	238	6,082	8	40	100	74	26
Manchester	130	5,009		50	100	66	34
Hull	189	5,950	14	24	95	61	34
Stoke	139	4,864	30	33	76	70	6
Newcastle	106	4,418	4	18	62	43	19
Belfast	50	1,515	8	5	40	34	6
Glasgow	262	7,560	13	65	225	198	27
Cardiff-Clydach	83	1,986	4	7	44	44	
Totals	3,325	98,296	346	889	1,622	1,367	255

CANADA	Books	Booklets	Subs.	Back Calls	Publishers 1938	1937	Increase
Toronto	503	16,194	134	392	529	410	119
Winnipeg	250	4,727	55	171	208	151	57
Windsor	38	947	6	77	59	26	33
London	59	907	8	10	52	36	16
Fort Erie	25	759	10	20	40	25	15
Welland	19	446	4	9	31	27	4
Niagara Falls	29	438	14	15	23	21	2
New Liskeard	44	307	15	12	22	8	14
Kingston	52	546	4	10	16	6	10
Kirkland Lake	37	306	4	26	16	13	3
Total	1,056	25,577	254	742	996	723	273

Canada Doing Well

Early Reports Show Splendid Increase in Publishers

The increase in publishers in the ten companies reporting is most remarkable. The ten companies report a total of 1,056 of the book *Enemies* and 25,287 *Cure* booklets placed, and 254 subscriptions obtained.

The religionists of Canada are feeling the effect of this tremendous effort, and already the Toronto office has received telephone calls and letters making threats and expressing indignation against the activities of the Lord's people. On the other hand, many people of good will are receiving the message gladly, and some of them are already joining in the world-wide proclamation. The campaign has truly been a COMPANIONS testimony period; for the anointed and Jonadabs have gone forward in this offensive fight, and have fought shoulder to shoulder against the enemy. With the work accomplished during "Companions" Testimony Period as a standard, the brethren are now gathering strength for the further work to be done during the whole three months.

What is true of Canada we believe is true of all parts of the world, that is, that the three month campaign began with the greatest enthusiasm of any period to this date. Undoubtedly the brethren are pressing the battle to the gate. We must 'arise against her in battle', as stated by our text a year ago, and now, as the Lord commands, we must not be afraid, because the battle is his.

Convention of Jehovah's witnesses for the Northwest, June 2-5

Splendid Time of Year for Assembly

Expect 5,000 Publishers

Good Start to "Boldness" Period

Jehovah's witnesses and their companions in the western part of the United States and Canada will be richly blessed in the forthcoming convention, which will be held at Seattle, Washington, June 2-5, 1938. The greater portion of the brethren in Washington, Oregon, California and other near-by western states, as well as the entire southwestern part of Canada, will make every effort to attend this assembly.

Brother Rutherford will have just returned from the Australian convention, and it will be of real interest to learn of the blessings poured out on the Australian brethren as well as be recipients of the blessings that will be yours in attending the convention in Seattle.

The general assembly will be in the Civic Auditorium, in Seattle, and it is expected it will require both the auditorium and the arena to hold the crowd for the public address. We feel sure Brother Rutherford will pack out these two auditoriums seating upward of 15,000 persons when he addresses the audience on the subject "VIOLENCE", Sunday afternoon, June 5. An intense witness will have been carried on throughout all of this area with *Enemies*, *Cure* and *Consolation*, and there will be thousands of people who have recently become interested in the message of truth and will want to hear for the first time Brother Rutherford personally in a lecture of such vital importance. So it is urged that the brethren in and about the state of Washington and western Canada put forth an intense effort in the way of advertising this meeting.

Come Prepared to Work

Everyone who attends conventions these days realizes the importance of the witness work and wants to be a publisher. Therefore, when you come to this convention, you will find adequate preparations for witnessing; so come prepared to work. Bring along your phonograph, records and regular equipment for this campaign. You know what it is—*Enemies*, *Cure* and *Consolation*. There will be a supply of all this literature on hand in the book room to replenish your stock; but if you desire to bring some with you, that will be the thing to do. On your arrival at the convention you will want to get your territory assignment for the field work. These will be sufficiently large for five publishers to work all four days. Arrange your vacations now, or at least arrange for a short "holiday" from your secular work so that you can be at this convention at Seattle, enjoying field work each of the four mornings and the other blessings of the convention every afternoon and evening.

The pioneers in the western part of the United States will make an effort to attend this convention also, and they can travel in their trailers and house cars, because ample provision will be made in a trailer camp for their comfort. Other brethren may also use this means of travel. In order to assist the pioneers to get to this convention, an allowance will be made on their book account if they have been actively and regularly in the service full time from January 1, 1938. Credit will be granted in this manner: Your traveling expenses to and from the convention will be paid by allowing a credit on your book account at the Watch Tower office, the allowance not to exceed $15.00. For example, if you spend $10.00 to and from the convention, that will be the allowance on your book account; if you spend $20.00, you will, however, be given an allowance of only $15.00. All pioneers will register at the pioneer registration booth, and the credit will be applied on your book account after the convention.

Arrangements are being made for a cafeteria. The Society is planning to operate its own, so that the brethren will be able to get good food at a very reasonable price.

Your Accommodations

All persons attending the convention will want to make arrangements now for rooming accommodations. Be explicit in setting out your requirements. Please state the following in your letter to the Watch Tower Convention Committee, 800 Broadway, Seattle, Washington: Your name, street, city, state or province, nationality, white or colored, date you expect to arrive in Seattle, date you will leave Seattle. Be specific as to the accommodations you desire, residential Grade A or Grade B, hotel Grade A or Grade B, number of rooms required, number of persons in your party, number of married couples, number of single men, number of single women, and the amount you want to pay per person. Notification of your accommodations will be mailed to you if you send in your request immediately, and then it will not be necessary for you to report to the rooming assignment booth at your arrival, but you can go direct to your accommodations. The hotel or the people with whom you are to stay will be notified by the Convention Committee that you are coming, and of when you expect to arrive and how long you expect to stay. *Special request is here made to all persons attending the convention. Will you please obtain your accommodations THROUGH THE ROOMING COMMITTEE*, rather than to hunt up your own rooms. Your co-operation in this matter will greatly aid the committee. Those who come in house-cars or trailers or have tents will be assigned parking space at Woodland Park, near Aurora and 60th streets. You need not write about this in advance.

There are a few other details that the convention will take care of, such as a hospital. Those who are doctors or nurses should apply at the Administration office if they wish to volunteer their services. An immersion will be held on Sunday. All those attending the convention who desire to symbolize their consecration should bring with them their bathing suits and towels. An orchestra will be arranged at the convention.

What to Do Now

The thing to do now is to work hard and, if possible, get out your quota of *Cure* booklets during April and May; also your quota of *Enemies* books and *Consolation* subscriptions. Of course, if you don't get them all out before June 2 you still have the "BOLDNESS" Testimony Period and all of June to do it. Let's get into the campaign in our own territory, which also needs the witness, and look forward with joy to the coming convention, and pray Jehovah's blessing upon it. Make arrangements to go there and serve the Lord in whatever capacity assigned you.

Brother Rutherford to Speak over Pacific Coast Chain

Lecture "Violence" to Be Widely Advertised

Order Signs

The Convention of Jehovah's witnesses for the Northwest we feel sure will be a great blessing to all those living in the western part of the United States and Canada. The big feature of the convention, of course, is the witness given for the Kingdom. Not only does the "BOLDNESS" Testimony Period begin during this convention, but on its second day the public lecture to be delivered by Brother Rutherford on the subject "VIOLENCE" will be heard by thousands in the Civic Auditorium and Arena. Additionally, this lecture of great importance will be broadcast over a Pacific Coast network covering the states of Washington, Oregon, California, Nevada, Idaho, and western Montana. Radio folders are being printed, listing the stations in the chain, and these will be consigned to the various company organizations for distribution before and no later than June 4.

The Society is also making some large silk screen signs advertising the meeting, as well as car bumper signs. These should be ordered through the company servant immediately. The large-size signs, 17 inches by 52 inches, are 40c each. The bumper signs, 6 inches by 52 inches, are 25c each, or 5 or more to one address 20c each. Please send remittance with order. Send orders to 117 Adams Street, Brooklyn, N. Y.

Handbills are being prepared to be distributed in every home in Seattle and every country home round about, as well as other large cities in Washington. We want the people to know of this great meeting and be given the opportunity to hear. You will want to have a share in the publicizing of this lecture, "VIOLENCE."

Newspaper Report

Subscribe Through Company Servant

An agreement has been made with the Seattle *Star*, a daily newspaper of Seattle, to publish at least three-quarters of a page of news items and pictures of the convention in each day's edition for four days, June 2, 3, 4, and 6. This page will be written by brethren attending the convention, and will be the only detailed and complete report of the convention published.

We feel sure that many brethren throughout the country, especially those who are unable to attend the convention, will be anxious to get these newspaper reports, and therefore the following arrangement has been made. The newspaper will not be mailed to individual subscribers, but will be mailed in bulk to each company ordering, and distributed to the brethren through the local company organization. A special price has been obtained of 15c for the four issues. Those desiring these reports should turn in 15c to the company servant, who will keep the name of each person subscribing, and send an order to the Society, 117 Adams Street, Brooklyn, for the total number required, with a remittance to cover. The quantity ordered will then be mailed each day from Seattle to one address, this address to be the address of the company servant, or whatever address is most convenient for the company. When the bulk copies arrive, whoever is assigned to it will see that they are distributed to those subscribing.

In order to make this clear to the brethren, we suggest that you announce it several times within the next week, stating plainly that the four issues of the Seattle *Star* containing the convention reports can be had for 15c, and that those who order it will receive it at the company hall as soon as it comes in. We will not mail the newspaper to the individual homes as was done from Columbus. Take the names of all turning in 15c, and have your order in to the Society's office not later than May 9.

Subscriptions Flood Office

At this time more than 20,000 new subscriptions for *Consolation* have been received at the office in Brooklyn, and these are being entered as rapidly as possible. The workers in the subscription department had to be increased, and we look forward to receiving many thousands more within the next few weeks, until it hits the 100,000 mark for which we are striving.

Special Offer Does Not Apply on Six-Month Subscriptions

In order to take advantage of the special offer and get a bound book free, a person must subscribe for *Consolation* for a year. Where persons subscribe for only six months, the booklet *Cure* should be left, but NOT A BOUND BOOK, and the rate is 50c.

Foreign CONSOLATION Subscriptions

In cases where *Consolation* in a foreign language is only 75c a year, the special offer is, *Cure* and one bound book free with a year's subscription. The amount to be sent to the Brooklyn office in this case is 50c for a new subscription, the difference being applied to the bound book which is left with the subscriber by the publisher. Please note the language on the subscription blank.

Traveling to Seattle

Some brethren in the east and middle west have inquired about railroad rates to the Seattle Convention. We suggest that you make inquiry of your local railroad. In the west there are three classes of travel: the standard sleeper, the tourist sleeper, and coach. Many railroads advertise vacation trips at reasonable rates, with round trips going by one route and returning by another. Those considering bus travel may also inquire locally. These details the Society does not have at hand.

Please Mark Slip Properly

It is very important to have the NEW subscriptions marked as such. Otherwise much time is wasted here at the office in checking over the files, to ascertain whether new or renewal. Many of the friends have overlooked this. Please see that the NEW subscriptions are marked NEW. Print or write plainly the name and address. Some slips sent in we cannot read, but must guess the name and address.

Please remember to send in your subscriptions promptly, as this will cut down complaints.

INFORMANT

JUNE, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N. Y.

Companions to Advance in "Boldness" Period

Expect New Peak in Publishers

Much Work to Be Done in June

Three Million *Cure*, June Objective in United States

Requires Bold and Untiring Effort

The "BOLDNESS" Testimony Period, June 4-12, appropriately comes near the climax of the greatest world-wide campaign ever enjoyed by those who love the Lord and are caring for the Kingdom interests. Upon the outcome of the bold effort each one puts forth during this period depends whether or not you will meet your individual and collective quota by June 30. Each one should put forth the greatest effort ever made during any nine-day period, so as to attain our objective of distributing three million *Cure* booklets during the thirty days of June. We must do this in order to successfully complete the work set before us. Unquestionably, this is the Lord's time to bring forth the great multitude, and every one of the companions can testify to the awakening of these people of good will. Each one, whether he is in a large or in a small company or is an isolated publisher, can with boldness freely present to the people this message from Jehovah.

June 4 begins the "BOLDNESS" Period, and all of June should be dedicated to the final siege of the Devil's crowd with the wonderful provision given us by the Lord, *Enemies*, *Cure*, and *Consolation*. All must work. Everyone who truly loves the Lord will have a part in this special witness. Service committees will see that all have sufficient territory and that all who were out in the field in April, as well as those newly interested since April 1, are given an opportunity to serve in June. Field parties will be arranged daily throughout the "BOLDNESS" Period as well as during the entire month. Every publisher will make it his business to be in the field Saturdays and Sundays. The newly interested not yet publishers for the Kingdom will find "BOLDNESS" Period a favorable time to exercise their trust in the Lord and share in the house-to-house witness. With favorable, warm weather and long days, there is every reason and incentive for everyone to get out in the witness work; and that means at least 30,733 publishers. We did this in April and, by the Lord's grace, we can do still better.

More Time Required

For the first time in the United States our quota of 30,000 publishers was exceeded. It is really an occasion for rejoicing. These publishers, however, must put forth a more strenuous effort to keep up with our quota on literature. Remember, the quota for the U. S. A. is seven million booklets and 700,000 bound books in the three months. We should have had well over 1,800,000 booklets by the end of April, but we had only a little more than a million and a half. That means more time and greater effort must be put forth in order to reach this quota. May is complete. We do not know what the report is, but we feel sure it will be necessary to place three million booklets during June. It is necessary that each company publisher reach his quota of 20 bound books, 200 booklets and 3 *Consolation* subscriptions. If we do this in the United States, with the 30,000 publishers, we shall greatly exceed our quota, having in mind the extra number the pioneers and auxiliaries will distribute.

Evening Work

Particularly during "BOLDNESS" Testimony Period, evening work should be stressed. Service committees should pick out some thickly settled territory for this evening service. Arrange to leave *Cure* at every home. If you do not have enough territory, go over it again, because the people must receive this *Cure* booklet. In this evening work, make your testimony short. Say something like this: "Have you received your copy of *Cure*? This is your copy. You may contribute one or two pennies, which will cover the cost of printing more of such booklets. Those who cannot contribute are welcome to it free, if you agree to read it." In this way, in the evenings you will be able to cover considerable territory and in an hour or two leave about 20 or 30 booklets. Where people show exceptional interest, take their names and addresses and call back later with the phonograph, *Consolation* and *Enemies*. Those who have not yet started as regular witnesses can try this evening work. Have in mind, however, that on Saturdays and Sundays and other times you will go ahead with the regular testimony: phonograph setup wherever possible, and offer the full combination for a dollar. The above-outlined evening arrangement will help your company to reach its quota by June 30.

Back Calls

Those brethren who find interested parties in their regular witness work should be sure to make back calls in the evenings. Back calls have proved a splendid source for *Consolation* subscriptions. Those companies that are faithfully making back calls are finding that newly interested ones soon show up at their meetings, and this increases their publishers. Many persons making back calls are now leaving with these interested people 20 or 30 *Cure* booklets to distribute among their friends. Why not do likewise? This will help the company to reach its quota by June 30. Company publishers should report these placements on their daily report slips. Companies failing to make back calls and report them are not properly caring for the Kingdom interests in their territory.

Sound Equipment

The phonographs, sound cars and sound boats were made to 'talk'. The brethren should see that the sound equipment is kept talking. June is an excellent time to put into full-time operation all your sound equipment. Keep it busy during "BOLDNESS" Testimony Period. Those operating sound cars should hand out *Cure* booklets to those interested in listening. This will help to make your quota by June 30.

My Individual Quota

If every one of the publishers for the Kingdom reaches his individual quota, the world-wide quota will easily be met. The April report shows that many of the small companies of from 1 to 5 publishers are lagging behind. This is true also of some of the larger companies. Company servants should see that the publishers have ample territory, books, booklets and sample copies of *Consolation*, and lead them into the field on Saturdays and Sundays and witness as long as possible. Arrange your "BOLDNESS" Testimony Period as outlined above. If each company will do this, then there can be no question as to whether or not you will meet your quota by June 30.

Each pioneer has the responsibility of placing 1,000 booklets during the three months; and auxiliaries, 500. Are you doing it? Will you reach your quota by the end of June? It is suggested that the pioneers and auxiliaries give keener attention to and make more back calls on the interested ones they meet in the field. Reports show that many pioneers are not making back calls, and are missing a wonderful privilege of service. Try to leave *Cure* in every home you call on.

Make Out Your Reports Accurately, Promptly

Be sure to note the back calls made by the publishers during the month. If you have failed to report your back calls for April and May, include them in your report for June. See that you have a report from every publisher in the field, and include this in your monthly report.

The campaign is well under way. Two months are gone, and there is much work to be done in June. The companions who fought so valiantly in April will, we feel sure, make great advances against the enemy and his organization during June. This campaign has greatly aroused the Devil's organization, and the message is having a very telling effect. Remember your part in the world-wide quota, and if you make your quota the world-wide quota will be made. Make it by June 30.

Leave "Cure" with People

We Have Millions More to Place

The reports for April show that we are lagging somewhat in the placements of *Cure*. This is a most important message, and above everything else we should strive to leave a *Cure* booklet with every person we meet. If you present the special offer first, and the person declines to take it, DON'T FORGET TO LEAVE A *CURE* BOOKLET. It isn't necessary to do a lot of explaining. If one hesitates to contribute even a penny or two, then offer it free if he promises to read it. From reports we find that some publishers will place 40 or 50 of these booklets in three or four hours of work, whereas others will place only 7 or 8. In your service meetings, find out how those who are placing the larger number do it, then let everyone try to improve his own methods. Of course, in territory where many phonograph setups can be made not so many *Cure* booklets will be placed per hour, but the proportion of booklets left to the number of people you call on will be the same. In other words, if a publisher is calling on 40 or 50 homes and leaves only 7 or 8 *Cure* booklets, then something is wrong. In order to reach our quota of 7,000,000 *Cure* booklets for the United States, it means that at least every third home should receive a booklet. Some companies have set a special quota of 100 *Cure* per publisher for the month of June. Good idea.

Of course, we don't want to let up on our efforts to place *Enemies* and take *Consolation* subscriptions. Many people already have some of our literature and will show interest. When you meet these, put forth an extra effort to get a subscription and leave a book. But when people will not give you much time to explain the special offer, and you see they are about to dismiss you, hand them the *Cure* booklet, and tell them it will explain more in detail why you have called.

Cure in Foreign Languages

The *Cure* booklet is in stock in the following foreign languages, and can be had when ordered during June: Bohemian, French, German, Greek, Hungarian, Polish, Portuguese, Slovak, Spanish, Ukrainian. The others are out of stock.

Greatest Witness of All Time Given in April

Over 30,000 Publishers Sing Praises

Cure, Enemies and *Consolation* Going Well

The figures appearing on the accompanying table tell the story of the "Companions" Testimony Period and the activity of the month of April much more eloquently than anything we can say.

The brethren throughout the country did an excellent job. They just took off their coats and went to work. We started off fully expecting to attain the 30,000 PUBLISHERS mark for the month. We are glad to report we have exceeded it by over 700. This is the Lord's doing. There were 30,733 different publishers who tasted the joy of service in April. This was 6,727 over the same period of last year. Let everyone who enjoyed this great privilege determine, by the Lord's grace, to enjoy similar blessings each month from now on.

The month of June is here, with its "BOLDNESS" Testimony Period. What will our publishers register—31,000 publishers? If we can have 30,733 out in April, there should be no difficulty in having over 31,000 out during the month of June. Those who are really the Lord's joyfully respond. The Lord says they are willing in the day of his power.

A brief analysis of the above figures, and comparison thereof with the quota, is interesting:

The booklet *Cure:* The quota up to May 1 was 1,856,000 copies. We actually placed 1,553,317. That leaves us running about 302,600 behind our quota. That means that in order to keep up with our quota in this country we shall have to put forth even a greater effort than we have up to the present. In another section of the *Informant* the recommendation is made that special arrangements be made for evening work, setting aside about three evenings a week, from 6 to 9, during which all publishers who can possibly do so are to go out with *Cure* alone. This booklet has gotten under the hide of the enemy from coast to coast, and throughout the wide world, for that matter, more effectively than any other one booklet we have distributed to date.

Bound books: Our quota to May 1, 185,600. We placed 160,329, leaving us 25,271 behind. What are we going to do about this? Watch our presentation. When the prospect can not or will not take the dollar combination, do not drop immediately to the booklet offer; present the bound book and booklet on a contribution of 25c. Do this consistently and regularly and we shall bring up our placement of bound books to the quota requirements, we are confident. Then, when they cannot take the bound-book combination, leave them the booklet on any contribution they can offer, or free if they are unable to contribute.

Subscriptions: We are all anxious about this, we know. Our quota up to May 1 was 18,555. Our placements, counting those that were actually in the office and which had gone through for filing, 15,223. That leaves us about 3,300 short. However, we are confident that with the subscriptions in the mail that had been taken prior to April 30, and those in the office that were in the mail being opened, and those going through for filing, they will more than cover this number; so we are confident there were well over 18,555 subscriptions taken prior to April 30.

It is a grand and joyful campaign. The Lord's blessing is manifest on every feature of it. Let's keep it up. Here is what we have to do on *Cure* alone. From April 9 to June 30 there are 83 days. To put out 7,000,000 *Cure*, that means almost 85,000 booklets every day of the campaign. Our quota for April was 1,856,000 *Cure;* for May, 31 days, 2,614,000 *Cure;* and for June, 2,530,000 *Cure*. For the 83 days, 7,000,000. Increase your efforts in June, and this part of the work will be done and a mighty witness will be given in the United States.

Special Campaign Beginning April, Compared with April of Last Year

	"Companions" Period	April 1938	April 1937	Increase
Books	67,145	160,329	92,541	67,788
Booklets	806,471	1,553,317	1,489,435	63,882
TOTAL Literature	873,616	1,713,646	1,581,976	131,670
Special Pioneers	220	234		234
Regular Pioneers	1,591	1,689	1,835	146—
Auxiliaries	621	700	777	77—
Company Publishers	24,353	28,110	21,394	6,716
TOTAL Publishers	26,785	30,733	24,006	6,727
Hours	335,045	630,988	541,397	89,591
Obtainers	720,393	1,330,732	1,006,627	324,105
Back Calls		28,450	No record	28,450
Attendance	568,504	1,247,179	1,104,353	142,826
Consolation Subscriptions		15,233	No record	15,233
Memorial—Attending		*33,511	36,285	
Memorial—Partaking		*16,908	24,308	

* 1938 Memorial figures are incomplete.

Good News from Officials

Not all city officials are like those of Griffin, Georgia, who ruled that Jehovah's witnesses must submit the divinely ordained work of preaching the gospel to the requirements of their local ordinances, or the witness work be suppressed.

Upon receipt of a copy of the Supreme Court decision in the case of Alma Lovell *vs.* The City of Griffin, together with a copy of *Cure*, and letter of transmittal, the Chief Inspector of Police of a city in New York State advised:

"I assure you that this Department has always treated your organization with every respect when in our city, and will continue to do so. Assuring you of our co-operation at all times . . . "

In Florida, where some of the officials have taken entirely too much authority upon themselves in regulating the preaching of the gospel, a mayor states:

"I wish to thank you for the wonderful little booklet you sent me. I enjoyed very much reading this little booklet. I am personally wishing you every success in your undertaking. We are sorely in need of a plan, whereby we can adjust our personal and National troubles. I have discussed the ordinance this city has with the police department and I think they fully understand what the Supreme Court said. Hoping you do not have any more trouble and wishing for you and your co-workers all good wishes for your success and happiness . . . "

But it will take boldness during the June campaign. Not all officials are like the above-mentioned. We have the message. It is the truth. The people must be told.

For the First Time, 30,000 Publishers

Jehovah's Blessing on Effort

How About Booklet Quota?

Ever since the Columbus convention we have been talking 30,000 publishers for the United States. There were that many individuals and more on the *Watchtower* list. Well over 30,000 copies of the *Informant* were sent out monthly to the publishers, but never had 30,000 publishers reported. More than 30,000 individuals attended the weekly studies throughout the country, but there were never 30,000 in the field. Jehovah in his due time brings together the multitude and shows to them their privilege of service, and during "Companions" Testimony Period, which began this grand fight against the Devil's crowd, more than 30,000 publishers engaged in the field work for the first time. In the United States alone there were exactly 30,455 reporting. In addition to this there were 278 other publishers in outlying countries that regularly report to the Brooklyn office; and this brings the grand total to 30,733.

What are these 30,000 publishers going to do in June? What are these going to do about their individual quota, especially booklets? The *Cure* booklet contains a message that must be placed in the hands of the people. The people must be able to take advantage of the knowledge contained therein, and before June 30 they must have an opportunity to take advantage of the SPECIAL OFFER on the back page. So it means that we must place our quota of 7,000,000 *Cure* booklets in the hands of the people during April, May and June. It can be done if each one will follow out the quota set.

234	S.P.	x 1,000 cu	=	234,000
1,689	P.	x 1,000 cu	=	1,689,000
700	A.	x 500 cu	=	350,000
27,832	C.P.	x 200 cu	=	5,566,400
278	P.O.C.	x 200 cu	=	55,600
30,733	Publishers		=	7,895,000

S.P., Special pioneers; P., Pioneers; A., Auxiliaries; C.P., Company publishers; P.O.C., Publishers in outlying countries.

Can we reach our quota of 7,000,000 *Cure* booklets by the end of June? The answer to that question will be in your June report.

Consolation Subscriptions

The large number of subscriptions received surely indicates Jehovah's blessing on this new feature of our work. The Kingdom publishers have responded with the zeal peculiar to the Lord's house. With the experience gained, let us all now enthusiastically push this work during the remainder of the campaign.

You have often wished that your personal friends and relatives would take an interest in the truth. Take advantage of this opportunity to place in their hands a subscription for *Consolation*, which may result in your realizing your wish. In addition to securing subscriptions in the field, the sisters can contact the butcher, *ice man, grocer, bill collector;* in fact, all who call at the house. The brothers should make it a point to see their business associates, such as cashier at the bank, attorney, insurance agent, doctor, etc. All these are good prospects. No opportunity should be overlooked to place *Consolation, Enemies* and *Cure* in their hands. One publisher left subscription slips with one of his business friends and asked him to contact the members of the firm, with the result that seven subscriptions were obtained.

EVERY GOOD-WILL NAME in the company files should be taken and contact made before the end of the period. All these should be getting this "*Consolation* back call" from Brooklyn every two weeks, and this direct link with the organization will work wonders in enabling them to see the issue in its proper light and take their stand on the Lord's side.

A few pointers: Properly mark subscription slip as to "NEW" or "RENEWAL"; always send in slip, *not just transmittal sheet;* send in subscriptions for *Consolation* in only the languages in which it is printed, and state the language. This offer does not apply to renewals or to *The Watchtower.*

Subscriptions are coming in fine. By the 18th of May we had 33,667 new subscriptions.

Early Reports for April

	Books	Bklts.	Pubs.
England	35,973	622,615	5,593
Canada	15,237	148,952	3,975
Mexico	2,936	34,117	380
Jamaica	1,921	9,398	481
India and Ceylon	1,067	7,590	301
N. Europe (Period)	3,436	297,272	3,669
U. S. A.	160,329	1,553,317	30,733
	220,899	2,673,261	45,132
Total publishers in same countries one year ago			35,972

Some Comments from Other Countries

Mexico

"Booklets especially are going out fast. Some friends have been stoned, their books burned, a phonograph stolen. Priests are mad, but the fight goes on joyfully and actively."

England

"Grandest of reports for the British field. Forward movement with the sword of the spirit (*Cure, Enemies* and *Consolation*) has stunned religionists in this land."

Canada

"Greatest nine-day period and month we have ever had in Canada. 1,028 more publishers than our highest figure last year. This evidence of 'great multitude' with us is thrilling."

India

"Punjab Indians very enthusiastic. In one village 130 met for Memorial (12 partook) and when missionaries turned up on Easter Sunday to hold 'Communion' the people told them to go away, as they were not wanted."

INFORMANT

JULY, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N. Y.

World-wide Campaign Going Splendidly

Partial Report: 248,977 Books, 3,093,654 Booklets, Put Out in April in 60 Countries

Nearly 10,000 More Publishers

Reports Show Greatest Campaign Ever Engaged In

Day by day, as the reports come in from country after country, the totals mount up. Up to now we have received reports from 60 countries for the "Companions" Testimony Period and for the entire month of April. In the majority of these countries, except where there is much opposition from Fascist-controlled governments, there has been a splendid increase in publishers, hours, books, booklets, obtainers and sound attendance. In addition, tens of thousands of subscriptions for *Consolation* have been received, although this is something that has never before been attempted. Surely this is a manifestation of the Lord's rich blessing.

The reports for April are not complete, but, just to give you an idea of how the campaign is going, we set out herewith a summary of what we have for the "Companions" Period and the entire month of April, also the totals for 84 countries in the "Faithful Warrior" Period, of March 27-April 4, 1937, for comparison. You will note there has been an increase in every department, and the increase will be still greater when all reports are in.

Looking at the report for the entire month of April, we see that there have been distributed well over three million booklets. That is nearly one-third of our quota of ten million booklets for the three-month campaign; and when the final report for April is completed it will probably show better than one-third. We have every reason to believe that our quota of ten million booklets for the entire world will be more than reached by the end of June, with the extra effort that is being put forth this month. Let every publisher push this work to the limit during the few remaining weeks. Remember, the quota for each individual company publisher is 200 booklets, 20 books, 3 subscriptions. Have you reached your quota?

In a later issue of the *Informant* we hope to give you a detailed report for every country. In the meantime we quote from some of the reports received from different countries.

British Isles

"The spirit and enthusiasm of the brethren during 'Companions' was excellent. The religionists sense that the hour for the spoiling of religion and tradition has come. They have raised a howl of protest and complaint against the distribution of *Cure*. On the other hand, an unusual amount of new interest has manifested itself in every part of the country. The joy in seeing these new companions taking their stand so quickly and going into the work so energetically has further increased the zeal of the publishers. For the month pioneers averaged 129 hours, auxiliaries 61 hours, and company publishers 16.4 hours. Because of this strenuous effort for April our report has broken every existing record and established a new high mark for books, booklets, publishers, hours, obtainers, sound attendance and *Consolation* subscriptions. Jehovah be praised for granting his people such a glorious share in this strange work."

'Be Not Afraid: the Battle Is God's'

	"Companions" Period, 1938	"Faithful Warrior" Period (1937)	Increase	Entire month of April, 1938
Books	109,924	44,991	64,933	248,977
Booklets	1,785,806	1,510,212	275,594	3,093,654
Total	1,895,730	1,555,203	340,527	3,342,631
Publishers	48,816	41,045	7,771	54,422
Hours	618,731	454,344	164,387	1,091,014
Obtainers	1,612,410	841,413	770,997	2,726,526
Sound Attendance	797,986	539,577	258,409	1,714,574

Subscriptions received at Brooklyn office up to May 31	44,594
Subscriptions reported by foreign offices which publish their own editions (April only)	3,211
	47,805

Canada

"This was the greatest nine-day period and month we have ever had in Canada. Last year the total number of publishers was high. It was 2,947. This year it is 3,975, making 1,028 more than our highest figure last year. The 'special nine days' was in every sense of the word a 'Companions' Period, and the many hundreds of brethren who joined in the work gave every evidence of participating regularly in the Lord's service. This evidence of the 'great multitude' with us in the Lord's service thrills us and helps us to more deeply appreciate the fulfillment of prophecy and Jehovah's blessing toward all who take their stand on His side. There is no question that this 'Companions' Period has begun not only a season of three months' intensive activity, but has started for hundreds that which will be to them the greatest blessing in life, viz., coming openly on the Lord's side and standing for His praise."

Central Europe

"Since the beginning of the great campaign the publishers have shown a growing enthusiasm, and so we confidently expected this special effort to be a success. Our hopes were not in vain. If the work in the various countries where there are now great difficulties could have been done without restrictions, results would have been better still. But in spite of this in these countries, viz., Danzig, Hungary, Poland, Rumania and partly also Czechoslovakia, the publishers have made use of their opportunities to the best of their ability. Based upon their former reports, we had expected to have 6,500 publishers in the field; but the reports now show only 4,994 workers. These distributed 14,421 books and 286,606 booklets, and obtained 1,326 new subscriptions for *Consolation*."

Northern Europe

"Never before have we had so many in the field. Our last record was April 1937, when we had 3,147 out, but now, one year later, we had 3,685, an increase of 538. 'This is the Lord's doing, and marvelous in our eyes.' In Northern Europe there were distributed during the month of April 10,655 books, 359,626 booklets, and 2,603 new subscriptions obtained. This is an increase of more than 50,000 pieces of literature over the preceding year. The brethren in Northern Europe are also pushing the back-call work, making 6,293 back calls in April."

Hawaii

Only 18 publishers in the "Companions" Testimony, but the work they accomplished was tremendous. 318 bound books placed, 743 booklets, and 58 new subscriptions for *Consolation* obtained. Things are moving in these islands.

Japan

"This is the highest record ever made." 111 publishers fought a good fight and in April distributed 3,818 booklets and 109,236 copies of *Consolation*. They obtained 466 new subscriptions.

Jamaica

"We find we will require a larger quantity of *Cure* than what we have already received. We are asking for another supply, which we hope will reach us in time for the special period."

Consolation Special Offer Ends June 30

The special three-month campaign with *Cure*, *Enemies* and *Consolation* on $1.00 contribution ends June 30. After that date all subscriptions you obtain should be at the full rate of one dollar a year in the United States, $1.25 in other countries, and no free book will be offered to the subscriber. In other words the subscription price for *Consolation* in all languages reverts to the regular rate as announced in each of the magazines.

We suggest that you continue to talk *Consolation* to all interested people, particularly on back calls. Many thousands more will want *Consolation* and will be pleased to contribute the regular subscription price.

It is a pleasure to report at this time that during the months of April and May there were received at the Brooklyn office 44,594 new subscriptions for *Consolation* in the English and foreign languages. We expect that the world-wide quota of 100,000 subscriptions will be reached when reports are received from all countries.

After June 30, continue to take subscriptions wherever possible, using the regular subscription blanks. These should be turned in through the company, and the organization set up for the three-month campaign should continue to carefully check all subscriptions and transmit them to the office in the same manner. All subscriptions taken at the special rate during the campaign should be in the Brooklyn office no later than July 15.

Factory and Office Closed July 30 to August 14

The Watchtower of June 15 announces: "Notice is hereby given of the closing of the Brooklyn factory and office for the two weeks beginning Saturday, July 30, and concluding Sunday, August 14." During the above period no literature will be shipped out from the factory nor from the depots in the United States, and no mail will be answered. Every company servant, pioneer and auxiliary should now carefully check his stock and order a supply that will last through all of August. We shall appreciate it very much if the brethren will refrain from writing the Society during that period of time. The only mail that should be sent in is the report cards for the month of July.

Remember "His Ultimatum", August 6 to 14, and stock up with literature: "Enemies," "Riches" and other books.

Get "Cure" Out During June

7,000,000 for U. S.

The Lord has provided us with the booklet *Cure*, and the time set for its distribution is limited, June 30 being the dead-line. Every means at our command should be used to see that this is done. None of these should be remaining on the shelves of the company stock rooms, but should be in the hands of the publishers.

Some companies have already exhausted their original consignment and have ordered more. One small company said: "Kindly rush 1000 *Cure* booklets. Will be completely out by Sunday. First time company has placed allotment before time expired." Another one, having far exceeded its 15-percent increase in publishers, and consequently depleted its supply, also asked for an immediate shipment of *Cure*. WE CAN STILL FILL YOUR ORDERS. DON'T RUN OUT NOW. WORK RIGHT UP TO THE LAST MINUTE.

The June *Informant* outlined a plan whereby those running behind on their *Cure* quotas could overcome this. Study that again. One company immediately responded to the "Evening Work", and its report is ELEVEN HUNDRED *Cure* in one evening, to compare with twenty-five hundred during the entire month of April! Another company applied the evening work to its business sections, with the result that, on an average, 50 *Cure* per publisher per hour were placed, and these with people that ordinarily would not have received a copy. These people have been pestered for some time by visits from the "black crows", and their cries for "mercy" are answered in *Cure*. Where these business sections are not held by pioneers, why not set aside an evening a week for this work in such business territory and completely cover it this month? Be brief. Their time is valuable; so is yours. Let them know that you are not a salesman. Tell them you are leaving a copy with them, if they will read it. Contributions are received for almost every *Cure* booklet during the evening work. GET YOUR *CURE* OUT DURING JUNE.

The following is a portion of a letter sent in showing what *Cure* booklets are doing.

"Your little book *Cure* was left at my house some time ago by a lady who gave it to my son with the agreement that he read it. I happened to pick it up and read it, and was certainly amazed at what I read. I believe it to be the answer to the doubts that exist in the minds of many people, and it surely opened my eyes when I read it. I have always been a firm believer in Jesus Christ and his teachings, but in the different denominations that make up religion I am thoroughly disgusted. . . . I absolutely believe what is printed in the little book *Cure* to be absolute fact.

"I am enclosing 25c in stamps for your book *Riches*, and later on will subscribe for one of the magazines mentioned on the back of the booklet *Cure*. I should like to be able to help circulate some of your literature, as I believe it is just what the American people need. I believe what your little book says in regard to religion to be the truth, and it took that little book to wake me up to the fact that I had been stumbling around in the dark. . . . My son has not finished reading *Cure* yet. He told me this morning to be sure not to lose it, as he wanted to finish reading it. I am going to tell my friends about your books, as I believe it will be time well spent.

"Trusting I will receive *Riches* by return mail, I remain Sincerely yours, G. L. F."

Reach Peak of Publishers During June!

Make Your Quota

The "BOLDNESS" Period should start off what promises to be by far the most extensive and strenuous witness ever given in any single month. To reach our goal of seven million booklets and 700,000 books by the end of June, it is essential that those in the U. S. who have at all witnessed in the past, also those newly associated with the companies, should make it their first business to witness during June as frequently and as long as possible, taking full advantage of both day and evening witnessing.

During April we had 30,733 publishers in the field; in June we should have many more, for not all associated with the companies witnessed during April. At the close of the "BOLDNESS" Period the service committee should check and find out who, of those associated with the company, did not participate in the service thus far in June. These should be promptly contacted and invited to go into the field service with you and report their activity. Particular attention should be given to those who have just recently come to a knowledge of the truth and who need to be properly instructed and encouraged in the service. The Jonadabs cannot be expected to take the initiative; it is the obligation of the anointed to assist them, as did Jehu, to come and see their zeal for Jehovah. In this the study chairmen have a keen responsibility, as these are not only to conduct the studies and assist the newly interested there, but to supply them with copies of the *Informant* and lead them out into the service in territory conveniently arranged in regard to the meeting place.

The call is going forth for each one in the Lord's organization to "rise up against her in battle". The battle is Jehovah's; so let us all boldly and gladly respond, and thus give every one in our territory the opportunity of choosing the side of Jehovah or the side of the adversary. Let everyone be a publisher in June! Make your personal quota of 200 *Cure* for the three-month campaign! You still have to the 30th of June to do it.

Begin to Work Rurals in July

Arrange for Back Calls and Studies in This Territory

The special campaign with *Cure*, *Enemies* and *Consolation* in the thickly populated areas of your territory will soon be history. It is a splendid campaign and still going strong, with the Lord's blessing. Its completion on June 30, however, does not finish the witness work, by any means. In fact, a very big job is before us, that of covering all our rural territory. The wide, open spaces of the rurals will make a very desirable diversion in the matter of territory, and we are confident that all will enjoy it and find it beneficial.

Therefore, from July 1 onward all publishers who can possibly do so will turn their attention to the rurals. All-day witnessing parties should be arranged for July 2, 3 and 4, with all available cars in the field doing full duty. These sections have not received the attention that the urban territory has had during the past few years, due to the petition work and special campaigns which were carried on. Therefore our offer in the rural territory should be one that will embrace all the later books and booklets. The dollar combination can be placed when it is offered with conviction and sincerity. This has been amply demonstrated in the *Cure* campaign just concluding. Therefore another combination on a dollar contribution is set out for the rural territory for this summer, this combination to be composed of two bound books, *Enemies*, *Riches*, with eight colored-cover and six self-covered booklets, on a one-dollar contribution. Wherever the party is found to have books or booklets, others should be shown him. So carry a large assortment in your rural work.

Use the phonograph. Open your presentation with the "Enemies" record (P-114). Follow that up with "Value of Knowledge" (P-101), and conclude with "Riches" (P-102). Three records can be run in the average farmhouse to a real advantage, particularly on Saturday afternoon and Sunday.

To get the best returns for the effort and expense put forth in working rural territory, the brethren should start early and put in a good day in the service. Rural witnessing is not as hard on the brethren as working in the city. Six or seven hours in the rural territory would not be as exhaustive as three or four in thickly populated city territory. Therefore, take a good supply of literature and your lunch, start early, and put in a good-sized day in the field.

Company servants and service committees should plan the work with great detail, seeing that the territory is covered most economically and effectively with a view to making proper arrangements for back calls.

There are three practical suggestions for making back calls in country territory.

1. To set aside a period at the conclusion of the day's work and have each publisher go back to the interested parties with an additional record, and make the back call the same day.

2. Have the territory so assigned that the same publishers go in the same general vicinity each week, so that they can follow up any interest located each week. Time would also have to be set apart for this work at the conclusion of the day, so that each one would have ample time to call back on the interested, put on additional records and generally help them.

3. Where there are sufficient back calls to be made, have one or more carloads of publishers dispatched some evening in the middle of the week, leaving off a publisher with his equipment at the home of each interested party, allowing about an hour or so for each back call, and then coming back and picking up each one in the same orderly way, and making a second call (if it is possible) in the same evening.

Of the three suggestions above, the latter two are the most practical because they provide for following up the interest for a considerable time. Whatever plan is adopted it should be known to all the publishers, so that they can plan their work accordingly. Much time, effort and expense can be wasted unless this is done in a systematic and orderly manner. Therefore the responsibility rests upon the company servant and service committee to see that proper plans are made and proper instructions given to the company publishers regarding the arrangement. Where several families can be gotten together to start an *Enemies* study, suggest that one of their number act as chairman, and see that these new groups are supplied with copies of the *Informant* and other literature.

Let everybody, therefore, arrange for the rural work during the next few months, offering two books and 14 booklets, on a dollar contribution. Where the people can not or will not take the dollar combination, drop down to one book and 7 booklets, on 50c contribution, or give them their choice of either *Enemies* or seven booklets, on a 25c contribution. Where the people are unable to contribute for the book or booklets, some one of the later self-covered booklets should be left with them.

When "His Ultimatum" Period begins, let everyone use "Enemies" and another bound book, on 50c contribution, in rurals.

Seattle Convention

The assembly of the Lord's people at Seattle, Washington, started off the "Boldness" Testimony Period in America with a real bang. Although it was a convention primarily for the brethren of the Northwest, it drew an amazingly large number from all parts of the United States. There were 10,000 out to hear Brother Rutherford's talk Sunday afternoon. Brother Rutherford made a surprise appearance Friday evening, presenting a red-hot resolution on the weak-kneed attitude of the newspapers. This "warning" was then printed and distributed throughout all of Seattle. Again on Saturday afternoon the convention received a rich blessing when Brother Rutherford addressed the brethren. The convention was climaxed by the lecture "VIOLENCE", delivered over a coast-to-coast network and before a visible audience of more than 10,000 persons. The convention was a joy to all who could attend, and the brethren will be eagerly looking forward to their "convention report" which the Society is now preparing.

The Seattle "Star"

Approximately 13,000 subscriptions were received by the Society for the Seattle *Star*. The Seattle *Star* was afraid to publish the truth, and in the last minute backed out, so those who have subscribed for the Seattle *Star* will not receive it. The Society, however, has made another arrangement, so that you will get a complete report of the convention. This will be printed at the Brooklyn factory, and as soon as it is completed copies will be sent to fill the orders for the Seattle *Star*.

Your Report Cards

Making out your monthly report cards is a little job, but it means so much for these cards to be made out correctly and PROMPTLY. The cards should be complete in every detail, including now the additional information at the bottom of the card as to how many back calls were made during the month. When there is nothing to report, the card should be sent in just the same, with the notation as to why there is a blank report. Reports of work done during the special periods should always be shown on the report card together with the report for the month, and in no case should a separate report be sent in for the period only. Many companies are very negligent as to sending in their reports promptly, and have to be traced, with the result that the consolidated reports here in the office must be held up awaiting these stragglers. Will you kindly co-operate?

INFORMANT

SPECIAL JULY, 1938 EXTRA 'Be not afraid: the battle is God's.'—2 Chron. 20:15. EXTRA BROOKLYN, N. Y.

"His Ultimatum" Starts the Special Bound-Book Campaign

6 Books on $1.00 Contribution

Offer Begins August 1, Ends September 30

Quota of 600,000 Bound Books Our Goal

Expect 30,000 Publishers

JEHOVAH in his prophecy long ago pointed out definitely that the time in which we are now living is the time his final warning must be given concerning the destruction of "Christendom". His people are engaged in a strange work and privileged to go forth in this work in the strength of the Lord.

Every person interested in God's kingdom would surely desire to advance the interests of that kingdom by carrying on the witness work as set out through Jehovah's organization in the earth. This would involve your activity in the house-to-house witnessing, use of the phonograph, sound cars, making of back calls on interested people and arranging model studies. His ultimatum must be delivered to the peoples of the earth.

Combinations to Offer

August 1 is the day the special offer begins, and we feel sure it will gain real momentum during "HIS ULTIMATUM" Testimony Period, August 6-14. The campaign continues until the end of September throughout the United States, and throughout the world.

The rural territories have not had the witness to the same extent as the thickly populated areas; therefore during August and September small towns and rurals will be contacted. The offer will be *Riches*, *Enemies*, and *Safety* (or any other self-covered booklet you have on hand) on a contribution of 50c. The SPECIAL offer will be *Riches*, *Enemies*, and any four of the other bound books, on a contribution of $1.00. Please note that the smaller combination is NOT THREE bound books, but TWO, on a contribution of 50c. The SPECIAL offer is six on contribution of a dollar.

Many of the pioneers and auxiliaries, as well as some of the company publishers, will wish to offer 9 bound books on a $1.50 contribution, 12 on a contribution of $2.00, or 15 on a contribution of $2.50. This you may do if you so desire. The offer applies to all English bound books, and foreign. If the books are placed singly, the 25c contribution applies. If only 3 bound books are placed, the contribution will be 75c.

Territory to Be Worked

The territory servant in each company, along with the company servant, should plan the territory so that all rurals and small towns will be worked thoroughly. Some of the rural districts have been neglected during the past nine months. These should be covered. All the brethren who can possibly work rurals on Saturdays and Sundays should be sent into the rurals. These should be all-day outings, so as to conserve time, expense and energy. For companies that do not have sufficient automobiles for all the publishers to go into the rurals, other territory should be mapped out for the rest to work in city territory. Witnessing parties should be arranged for Saturdays and Sundays in the cities, and some competent person put in charge of the party, with an ample supply of literature at a designated location so that as the brethren place their six books they can come back for more.

Those who cannot go out in the rurals or work in conjunction with a witnessing party should not territory near their home and put forth a strenuous effort to make this bound-book campaign the greatest of all time.

August and September is an excellent time to witness in the country. We usually have desirable weather at this season, and the farmers are in better circumstances. Many of them have received good returns for their crops, and those who have not can contribute vegetables and other farm products and obtain the literature.

Use Your Phonograph

When working rurals introduce the phonograph as quickly as possible. Do your talking 'via phonograph'. Take three discs—"Enemies," "Riches," and another—and run at least two recordings. Spend a little more time with these people in the rurals than is usually used in the city, as they are visited less frequently. Show them all the books you have. Give them an opportunity to make a selection. Be sure to have at least 9 different bound books in your case, as many of the farm people have had some of our publications heretofore. If they cannot contribute a dollar, and receive six of them, try to trade for some vegetables or other goods that you can use in your own home. By all means, try to place *Enemies* and *Riches* with them. Arrange back calls as outlined in previous issues of the *Informant*.

Where entire towns will be covered on Saturday afternoons or Sundays by house-to-house witnessing and your company has a sound car, use it in conjunction with witnessing. Be sure that your sound car is put to good use in these rural territories where there are groups of houses, anywhere from 5 to 10 or more, within hearing of the loudspeaker. In many small towns, in the early evening the country folk congregate and it would be a splendid time to run lectures over the sound-car equipment. In many instances the Kingdom message broadcast in this manner in small towns on Saturday evenings has prepared the territory for the publishers working rurals of those small towns on Sunday.

"Consolation" Subscribers

The one taking care of the Back Call slips should see that these are all prepared and made ready for back-calling by publishers in August and September, so that they will have the opportunity of this special offer. People who have taken the opportunity of obtaining *Consolation* and *Enemies* saw the advantage of the dollar offer and will again appreciate receiving so many bound books on so low a contribution.

The back-call work cannot be overstated, because it is by the continual back-calling that the people will be given an opportunity to gain a knowledge as to what course of action they should take, and your back-calling will stimulate them to read the bound books or other publications they already have. Also, always take *The Watchtower* with you and get a subscription from those interested.

Our Quota

Checking over the results of the similar campaign during July and August of 1937 we find that company publishers averaged 7.5 books placed during the two months; auxiliaries, 40.2; and pioneers, 136.5. Last year there were 21,465 publishers in the field, and these brethren placed 418,783 bound books.

Having in mind the tremendous witness given during the *Cure* campaign and the millions of booklets left, no better time could be selected than August and September for this follow-up work and offering these 6 bound books on a contribution of $1.00. We should place at least 600,000 bound books during the two months: and this can be done if all the publishers will do their share.

Companies

There were 27,832 company publishers in the field during April. Having in mind that these will continue in the work during August and September, if each publisher places on the average even only one combination of six bound books per month, making 12 bound books for the campaign, they will easily reach an accumulated total of 333,000. So that the brethren may see the progress of this campaign, they might make a chart similar to that used during the *Cure* campaign, allowing 12 bound books to a publisher in setting your quota and showing the progress week by week. If every company will do this they can see whether or not they are doing their share of the work in the United States.

Auxiliaries

During April 700 in this rank of the service reported, and they should each put out at least 50 bound books during August and September. Having in mind that their quota is 50 hours a month, it will not be difficult for these brethren to hit their mark of 50 bound books in two months. In fact, they should go well over the top.

Pioneers

Last year a good many of the pioneers took hold of the bound-book campaign from the first day and did excellently. Others, however, waited to get going, and by the time they were convinced this was an extra-special offer they were late in starting and much valuable time was lost. This was true in regard to company and auxiliary publishers too.

When the Lord's organization sets out a campaign every one of the publishers should start on time, and not wait until the last to get into the campaign, but enjoy its blessings from start to finish. However, we hope all publishers will profit by their last year's experience and start off with a BANG and continue throughout the two months offering this special bound-book feature for August and September. The pioneers' quota will be 75 bound books a month, or 150 bound books for the campaign.

A recapitulation of the quota figures is set out.

Publishers		2-Month Quota (books)	Possible Results (books)
Companies	27,832	12	333,984
Auxiliaries	700	50	35,000
Pioneers	1,923	150	288,450
Outlying territories	278		5,000
TOTALS	30,733		662,434

If every one of the publishers in the United States goes over the top as far as his quota is concerned, 600,000 bound books placed in August and September will be easy. By the Lord's grace this can be done.

Check Your Stock

Company servants and stockkeepers should carefully check their stock of bound books on hand, as well as other literature.

The inventories of the companies for October 1, 1937, show that there is an extraordinarily large supply of *Vindication*, 1, 2, 3, on hand, and it would be well to include these three bound books in every dollar combination. Our records also point out that the companies are well stocked with *Preparation* and *Jehovah*, and these would be splendid books to use in combination.

Each company should make up an inventory of the bound books and booklets on hand, and post it so that all publishers can see it. The company servant should tell the brethren which books they desire to have distributed because of the excessive stock on hand. The company publishers, we feel sure, will be glad to co-operate with the stockkeeper in moving the literature on hand. *Ene-*

(Continued on page 2, column 1)

Brother Rutherford Makes New Records

"Violence" & "Warning" Lectures to Be Used Extensively

Special Order Blank with This *Informant*

Throughout the world the brethren have been anxiously awaiting the time when they could hear the lectures "WARNING" and "VIOLENCE", delivered by Brother Rutherford to tremendous crowds in Australia and Seattle respectively. Millions of other people throughout the world must also hear this important message, and it will be the privilege of the witnesses to take this message into their homes on phonograph records.

Brother Rutherford has also had prepared a short talk introducing the lectures "Violence" and "Warning". This record, No. P-151, is called "Relief". On the other side of the disc, P-152, is the Resolution which was passed at the Seattle convention. This disc will be a fine one to take with you from door to door and use at every possible opportunity. After the people hear "Relief" it will be easy for you to make arrangements for back calls. Every publisher who has a phonograph should carry one of these records.

As soon as your company obtains the records, Nos. A-125 to P-152, put them to use, following the same procedure outlined in *Model Study*. By so doing you will find that the people will be greatly aided in taking their stand definitely on the side of the Lord. During the coming months a greater work should be accomplished in back calls than ever before. The brethren are beginning to appreciate the importance of this field of service. We must continue energetically in the door-to-door work in order to find the persons of good will who will allow us to make back calls, and on these back calls we must use the records "Warning" and "Violence". After hearing these lectures, these people will surely be ready to take an active part in the field work. A clear knowledge and understanding of God's Word is what will make them take their stand for the Kingdom, because these people are lovers of righteousness.

Pioneers, auxiliaries and companies should consider this matter immediately and send in your orders. If your order gets here soon enough, you will receive your supply before the factory closes for vacation. Thus you will be able to use them throughout all of August and September and the months following.

(*Continued from page 1, column 4*)

mies and *Riches*, of course, should be used in every combination where the people do not already have these publications.

Keep the books clean and neat. Have in mind your quota, and work to that end.

Pioneers' and Auxiliaries' Orders

Pioneers and auxiliaries should be able to take out of the company's storage stock at least 300,000 bound books during these two months, and your hearty co-operation in the following procedure will be appreciated by the Society:

Where pioneers and auxiliaries are located in company territory, check the inventory list that the company has posted for the benefit of all publishers, and then order, on a regular Society's order blank, the literature you want and which the company can fill locally. Pioneers and auxiliaries should send this order blank in to the Society, marking on the order blank plainly—"To be filled by .....(company)..... at .....", and fill in the name of the company that has the stock. Also have this order OK'd by either the company servant or the stockkeeper. The Society will then write out an invoice for this literature, charging your account from the original invoice, and mail the duplicate to the company servant, who will deliver to you the books ordered. A credit memo to the company will also accompany this invoice. Thus the pioneer or auxiliary will be charged at the proper rate, and at the same time the company will be credited. Please do not order on THIS order blank books or booklets that the company does not have, but only such stock as is listed on their inventory. If the pioneers or auxiliaries desire stock the company cannot furnish, then write out another order blank, marking it, "Ship from Brooklyn," and the Society will fill that order and ship it to you direct. These orders should be for one hundred pounds (or more), as you will need plenty of *Enemies* and *Riches*, as well as other publications, for this campaign. Where you will receive stock from companies the order need not be for a hundred pounds, as it will be a local delivery. But order your two months' supply at one time, to save work at the office here.

If the pioneers and auxiliaries will co-operate in this matter the stock now in storage with the companies will be greatly cut down and put into the hands of the people, and considerable will be saved in shipping charges to pioneers and auxiliaries on the part of the Society. By carrying out the above method it will aid the Society in keeping track of the movement of stock, and the company servant will be assured that the delivery of stock to pioneers and auxiliaries has the approval of the Society. Isolated pioneers and auxiliaries, of course, should order from the Society direct according to their needs.

If there are any companies in the country that have an extra-large supply of bound books which they believe they will not be able to dispose of in their territory through the company publishers, pioneers and auxiliaries, they can send to the Society an itemized list of the bound books on hand as of August 1, and if the Society can send any orders to these companies for reshipping to isolated pioneers it will do so.

Credits on Company and Auxiliary Accounts

In August and September, during which time six bound books will be offered on a dollar contribution, the rate to companies and auxiliaries will be five cents less per book than the usual rate. The pioneer rate will be the same as it now is. All invoices for bound books will be made out at the regular rates, but credits will be placed on company and auxiliary accounts based on the number of bound books placed in combination of 6, 9, 12, and 15, and so reported on your monthly report card. In other words, at the bottom of your August and September report cards please note the number of six-book combinations placed, nine-book combinations, etc., and we will give credit on your book account at 5c per book for the number of books placed in these combinations. No allowance will be made on books that are placed singly; only on those books placed in the above-mentioned combinations will the allowance be made. Therefore, if companies and auxiliaries desire a credit on their accounts, please make notation of your combination placements, on the bottom of your report cards for August and September; otherwise no credit will appear on your book account.

Every company, pioneer and auxiliary should now plan their work for August and September so as to make this the greatest bound-book campaign ever carried on by the Lord's organization. Have in mind your quota, your territory, sound equipment, and particularly your back calls. May "HIS ULTIMATUM" Testimony Period get off to a real start in the closing months of the Society's fiscal year.

The Effective Use of the Phonograph

The Doorstep, Parks, Lawns

Now that the mild spring and summer weather is here the phonograph can be used extensively out of doors, on porches, lawns and other places where the people congregate, and each publisher should endeavor to use the phonograph when he contacts such groups. When it is used under such conditions one gives a witness not only to the people who are personally contacted, but also to the people in the adjoining houses.

A recent illustration on this point: A brother put on the phonograph for a party of five on a porch. In addition, eleven persons were actually seen listening in the two houses on each side and the five houses across the street. In addition to this, a party of four listened in an automobile, making, in all, twenty known listeners who heard the one phonograph. The message came through clear and every one in the ten houses could hear distinctly. There may have been many more listening who were not seen.

Brethren who are physically unable to carry the phonograph from house to house can use it to give the message in this way by putting it on their own or their neighbors' and friends' porches. Auto camps and other places too numerous to mention can also be served in this manner. Care should be taken, however, not to go to extremes and do foolish things and thus make the Kingdom message appear ridiculous in the eyes of those listening. Where the spirit of a sound mind and good judgment are used a great many occasions such as those described above can be taken advantage of with dignity becoming the kingdom of the Lord, and the message proclaimed in a very effective manner.

Evenings a Good Time for Witnessing, as Well as Back Calls

During the *Cure* campaign a number of companies arranged for evening work in order to place *Cure* booklets quickly. This was found to be a splendid time for witnessing, as not only a large number of booklets were placed in a short time, but often bound books as well, and even subscriptions obtained. Many people are away from home during the day when the usual witness work is done, and the evening work offers a splendid opportunity to reach these people. During the long days of the summer months many publishers will be able to spend an hour or two on one or two evenings a week in witnessing. For such work territory should be obtained that is easily and quickly reached, so that as much time as possible can be put in before dark.

Our evenings, of course, should be spent primarily in making back calls, but it often happens that a publisher calls and finds the party is not interested or not at home. In such a case, rather than waste the rest of the evening, go to your individual territory and continue witnessing until dark, or IF YOU KNOW that the territory in which you are making the back call is not assigned to others, or if you have made arrangements with the party holding it, continue therein, witnessing in the regular way, advising the territory servant, or the party holding it, just what you covered. This stresses the importance of each publisher's having an individual territory in which to witness either during the day or in the evenings.

Let's make the best possible use of our evenings in advancing the Kingdom interests. Make back calls when possible. Otherwise engage in the regular witness work. The phonograph is indispensable in either case.

How to Order

This is for the attention of pioneers, auxiliaries, company servants and stockkeepers.

To assist the brethren in the office in prompt and efficient handling of your orders it is necessary that you please observe the following:

Always use the Society's order blank. No order is too small for these order blanks.

Please do not put your orders for literature in letters concerning territory, *Watchtower* complaints and other matters, but use the order blank.

It will aid the office greatly if, when a quantity of literature is desired in various foreign languages, you use a separate blank for each language, not forgetting to write on the blank the name of the language in which the literature is desired. If you are out of order blanks, notify the office, and they will be sent to you at once. They are supplied free.

In using the order blank please be careful to give all the information requested in the heading.

In regard to the special bound-book campaign for August and September: You will please note whether you want the literature delivered to you by a company that has an extra supply of books or by the Society. Other than this last suggestion the above applies at all times. We appreciate your co-operation.

Back Calls when Two Are Working Together

The back-call work is one of the most important features of the Kingdom service and it should be carried on as extensively as possible.

When one can handle a back call alone he should do so. Two should never go on a job that one can take care of, but where it is necessary for two publishers to go to a back call because of the inability of one of the parties to carry the phonograph or present the message effectively, then both parties may count the time, but only one report the back call, as actually only one back call is made although the time of two brethren was utilized in properly taking care of it. Time should never be reported for more than two at a back call. If three, five or six happen to go along and be in attendance they should not count their time; and in cases where one can properly handle a call, only one should report time, even though there may be three or four in attendance.

3,458,624 Pieces of Literature Placed in April in 75 Countries

New Peak in Publishers 57,425

1,801,151 Persons Hear Recorded Lectures

Greatest Witness to Date

Reports have been received from 75 countries for the month of April. The work accomplished in that period is marvelous, indicating Jehovah's rich blessing. In these 75 countries there were 57,425 publishers, who put in a total of 1,148,736 hours in the field and placed in the hands of the people 259,544 books and 3,199,080 booklets, making a grand total of 3,458,624 pieces of literature distributed. Additionally, 1,801,151 persons heard the Kingdom message through use of sound equipment. Over 51,000 back calls were reported, which no doubt contributed a large part in securing the 25,040 new subscriptions for *Consolation*.

The table herewith shows the results for each country. Below the grand total for April is set out the total for the "Companions" Period, April 9-17, and the total for the corresponding period a year ago, for comparison.

This combined effort was a tremendous witness, and we believe that no campaign the Lord's people have ever before engaged in has roused the people so much as this one. The powerful message in the booklet *Cure* has served to further divide the people. Numerous letters and reports coming in to the office show that some greatly appreciate its contents while others are "burned up". The clergy warned their "flocks" not to read the *Cure* booklet, but this only increased their curiosity to learn its contents. Some, of course, manifested their bitterness when called upon, but Jehovah's faithful witnesses, not disturbed in the least by hard looks and harsh words, pressed on energetically, and Jehovah has richly blessed their efforts.

At the end of April, as shown by this report, we reached almost one-third of our quota of 10,000,000 booklets for the three-month campaign, a little over one-fourth of our quota of 1,000,000 bound books, and one-fourth of our quota of 100,000 new subscriptions for *Consolation*. In the last few weeks we have received a number of rush orders for more *Cure*, indicating that the original consignment has been exhausted. The prospects, therefore, look very good to more than reach our quota of 10,000,000 booklets by June 30. If we do, that will be by far the greatest witness ever given in the same length of time. We are eagerly looking forward to the final results of the three-month campaign, and hope that each company, pioneer and auxiliary will send in reports promptly at the end of June.

"Companions" Period

During the "Companions" Period, April 9-17, there were 50,769 publishers in the field; an increase of almost 10,000 over the corresponding period a year ago. This shows that many of the "other sheep" are now taking their stand on the Lord's side and joining in the proclamation of the Kingdom. In "Companions" Period 114,700 bound books were put out, which is an increase of 70,000 over the preceding year. There was also a good increase in booklets, obtainers, and sound attendance.

World-Wide Report for April, 1938

COUNTRY	Memorial Attendance	Memorial Partakers	Books	Booklets	Total	Pio.	Aux.	Co.	Total Pub.	Hours	Obtaining Literature	Sound Attend.	Back Calls	Subs.
Alaska			104	490	594	1			1	73	131	87		
Albania	26	18	5	724	729	1		10	11	58	550			
Argentina	138	110	539	16,749	17,288	14		103	117	4,641	11,734	211		64
Australia	1,412	936	5,069	62,259	67,328	131	64	1,104	1,299	25,731	42,727	53,112	131	324
Bahamas			160	593	753	1		8	9	253	463	1,320		
Barbados	94	60	281	826	1,107	3	5	35	43	647	922	535		
Belgium	144	73	774	19,221	19,995	20	5	101	126	4,203	16,012	1,329		137
Brazil	210	149	435	8,761	9,196	10	7	104	121	2,481	6,375	14,503	149	142
British Guiana	130	90	176	1,577	1,753			18	18	400	1,700			
British Honduras			23	52	75			4	4	100	75	845		
British Isles	6,366	4,853	35,973	622,615	658,588	263	137	5,193	5,593	127,581	577,043	218,763	9,209	2,106
Bulgaria			1	196	197			3	3	28				
Canada	4,531	2,012	15,237	148,952	164,189	210	76	3,689	3,975	63,535	129,724	89,402	6,011	1,612
Ceylon	3	3	108	424	532	1	1	1	3	173	355	287		7
Chile	26	26	93	1,836	1,929	1	2	23	26	599	1,436	216		3
China	14	2	104	402	506	1	1	6	8	167	226		8	9
Colombia			184	198	382	2		2	4	259	293			
Costa Rica	94	43	80	923	1,003	1	1	86	88	649	908	1,484		
Cuba	155	36	865	6,045	6,910	16	1	69	86	3,211	5,164	3,610		
Cyprus	25	25	76	934	1,010	4			4	285	742	76	4	
Czechoslovakia	2,292	1,424	1,377	38,780	40,157	44	13	1,130	1,187	15,405	32,125	12,781	40	116
Danzig	95	86	14	1,237	1,251			88	88	400	1,828	1		
Denmark	1,022	413	1,221	101,712	102,933	31	12	1,111	1,154	14,803	102,332	1,601	2,421	418
Dominica	29	8	2	300	302			9	9	33	300	50		
Dutch Guiana	26	23	7	54	61	1		4	5	177	47	2		
Egypt	6	6	176	1,980	2,156	3		13	16	569	1,296	1,086	3	
Estonia	26	20	459	2,987	3,446	9	2	11	22	1,532	2,122	4		
Finland	867	558	2,817	91,064	93,881	32	21	783	836	15,855	86,740	15,807	350	438
France	1,340	777	3,837	80,167	84,004	62	6	960	1,028	20,536	54,065	11,863	81	585
Greece	648	388	137	4,753	4,890	3	6	250	259	2,623	3,126		50	
Grenada	22	16	55	174	229			7	7	118	176	29		
Hawaii	70	26	312	743	1,055	4	2	12	18	252	406	838		58
Hungary			98	1,723	1,821									
Iceland	1	1		211	211	1			1	60				
India	657	388	959	7,166	8,125	18	9	271	298	4,572	5,095	3,509		62
Jamaica	427	271	1,921	9,398	11,319	10	14	457	481	8,461	9,075	26,469	60	60
Japan	152	131		3,818	3,818	84	1	26	111	10,917	10,482			466
Latvia	39	32	45	1,183	1,228	4	1	23	28	513	890			
Lebanon			60	384	444	1		21	22	392	293	532		
Lithuania	90	77	49	432	481			27	27	199	354			
Luxemburg	47	18	230	2,202	2,432		3	17	20	324	2,849	29		12
Malta			4		4			1	1		1			
Mexico	350	185	2,936	34,117	37,053	52	36	292	380	16,891	26,662	13,215	497	483
Montserrat			45	102	147	3			3	211	24	1,259	41	
Netherlands	192	90	1,055	29,181	30,236	53	18	177	248	10,259	25,539	2,619	7	156
Newfoundland	21	2	113	1,486	1,599	3		13	16	333	1,368	1,014	1	
New Zealand	141	83	1,861	12,537	14,398	19	17	141	177	3,735	8,467	7,433	49	90
Nigeria	136	29	894	10,954	11,848	29	32	324	385	7,900	9,784	1,705	30	2
Norway	386	204	1,501	61,301	62,802	36	14	380	430	8,907	51,463	3,260	455	530
Nyasaland	1,154	532	976	1,930	2,906			1,246	1,246	37,994	2,693	2,335	25	3
Panama	39	16	117	450	567	1	1	27	29	432	478	1,169		
Paraguay	2	2	7	213	220			2	2	107	133	55		1
Philippine Islands	180	23	901	10,842	11,743	30	7	60	97	3,859	7,066	3,960		26
Poland	2,183	1,147	303	12,842	13,145	23	6	835	864	11,350		2,569		
Portugal	2	2	34	577	611	2			2	233	446		2	1
Port. East Africa	22	7	2	357	359			9	9	84	324	11	8	1
Puerto Rico			120	254	374	1			1	107	260	100		
Rhodesia (N.)	3,322	1,271	15	3,209	3,224			1,955	1,955	30,631	2,914	2,390	447	5
Rhodesia (S.)	438	313	639	1,338	1,977			444	444	7,421	2,153	3,879	148	1
Rumania	1,341	1,055	162	6,010	6,172			290	290	2,369	4,917	448		
St. Kitts			35	397	432	2		3	5	191	396	826		
St. Lucia			4	57	61			1	1	4	58			
St. Vincent			5	46	51		1		1	64	51	78		
Sierra Leone	41	33	94	2,150	2,244			33	33	925	2,238	5,000		
South Africa	462	267	5,873	36,737	42,610	30	3	446	479	9,043	33,147	20,832	492	346
Sweden	1,277	578	4,563	100,852	105,415	52	29	1,346	1,427	20,005	103,257	16,483	1,716	1,217
Switzerland	1,321	1,024	5,849	82,480	88,329	2	14	1,023	1,039	13,516	86,145	9,984	149	320
Syria	2	2	48	482	530	2			2	215	262			
Tortola			1	7	8	1			1	10	6			
Trinidad	248	186	142	1,218	1,360	3	2	133	138	1,791	1,399	4,271		
Turkey			11	620	631	1			1	136	502	118		
United States	33,511	18,529	156,407	1,528,829	1,685,236	1,923	700	27,832	30,455	622,588	1,317,145	1,233,036	28,450	15,233
Uruguay	2	2	26	649	675	2		4	6	290	397	46		6
Venezuela			17	44	61		1		1	34	40			
Yugoslavia	136	108	721	12,567	13,288	27	1	73	101	4,286	9,050	2,675		
TOTAL for April, 1938	68,133	38,798	259,544	3,199,080	3,458,624	3,284	1,272	52,869	57,425	1,148,736	2,809,965	1,801,151	51,034	25,040
TOTAL for "Companions" Period, April 9-17, 1938			114,700	1,840,558	1,955,258	3,122	1,177	46,470	50,769	641,245	1,651,272	826,862		
TOTAL for "Faithful Warrior" Period, March 27-April 4, 1937	73,004	50,734	44,991	1,510,212	1,555,203	2,831	1,156	37,058	41,045	454,344	841,413	539,577		

Memorial

The Memorial report is interesting. Out of 68,133 persons who were present at the Memorial service, only 38,798 partook of the emblems. This indicates that the Lord's people have a clearer understanding of their position and that there are many of the "great multitude" in our midst.

Some comments from other countries follow:

Australia

"During April we were favored with a visit from Brother Rutherford and, with him as our leader, had the greatest convention ever held on this side of the globe. Kingdom publishers in this corner of the field are deeply grateful to Jehovah for the boundless blessings bestowed upon them on this occasion and for the privilege of working alongside our president. As a result of his visit and the great public lecture, the witnesses are determined to put forth even greater efforts in helping people of good will and tanning the hide of the 'old lady'.

"The work of advertising the lecture 'WARNING' was begun during February and increased in intensity as the day of the speech drew near. Consequently, most of April was spent in this manner. Ten days were set aside exclusively for obtaining signatures to the Petition. Because of these extraordinary circumstances the *'Cure* campaign' has not been as great as anticipated for the month of April. However, the Lord has caused a far greater witness to be given than we could have hoped to accomplish in the ordinary course of events, and we are indeed grateful to Him."

Union of South Africa

"The best campaign to date. Approximately 90 more publishers in action than during the corresponding effort last year. Our quota of 200 subscriptions for *Consolation* was exceeded. The publishers are all enjoying the new phase of the work."

Nyasaland

"There was a better distribution of bound volumes than in any previous campaign. This was due to the fact that *Riches* has been released recently in the Cinyanja language."

Northern Rhodesia

"The best effort yet made in Northern Rhodesia. Over 750 additional publishers to those reporting a year ago. Literature placed also shows an increase. One brother reports: 'At an evening back call I played some records and an American missionary was one of the audience and went home "brother, to pray", whereas another person gave a donation of 10/- towards the Lord's work. What a contrast!' "

Southern Rhodesia

"The best campaign to date. Over 150 more publishers in action than during the corresponding effort last year; 2,500 additional hours worked; 1,200 additional pieces of literature."

Switzerland

"The quota for the 22 days of the month of April was 52,000 booklets and 5,342 books. We are therefore very pleased to report the quota reached. The distribution of literature in Switzerland requires considerable financial sacrifice on the part of the publishers in that they are not allowed to accept money for the publications. The testimony card may not even mention voluntary contributions for the work. However, all do joyfully what their hands find to do. Apart from the books and booklets placed, 21,990 copies of *Consolation* were distributed and 1,683 sound meetings held."

Allegiance and Citizenship

The Society receives many letters concerning the subject of allegiance and citizenship. Many of the brethren ask: Shall I take out citizenship papers?

The taking out of citizenship papers is a personal matter. It is not the province of the Society to say whether you should or should not apply for citizenship. All should decide that for themselves.

Is it wrong to take the oath of allegiance to this country? Taking the oath of allegiance means that one renounces his obligations of citizenship to the country of which he had been a subject, and assumes the obligations of a citizen of this country. Allegiance to a country is not incompatible with Christianity. Paul was a citizen of the Roman empire and claimed his rights as such. He therefore recognized his obligations as a citizen. Natural-born citizens owe the duties of citizenship, and no Christian is required to renounce such citizenship. We see no reason why one desiring to assume citizenship in this country should not take the oath of allegiance.

Those applying for citizenship are asked the question: "Are you willing to bear arms in defense of the country?" A Christian will obey the law of God which prohibits the killing of one's fellow men. The Israelites engaged in war because God so commanded them. Such warfare was righteous because approved and directed by Jehovah God. Therefore, if a Christian answers the question about bearing arms, "Yes," he should qualify it by saying, "Yes, if there is any war commanded by Jehovah, or in the proper defense of one's person or property."

Use Your Renewal Slips

Announcements should be made from time to time in service meetings, and all the brethren should please take note, that when renewal slips are received in *The Watchtower* or *Consolation* these slips should be filled out promptly and returned with the subscription price. If these slips are not filled out by you, then it is necessary for the office here to write them out, and this takes time. It is much more convenient for you, and saves time for us. Please co-operate.

In large companies, renewal slips may be turned in to the company and mailed in each week in bulk. In such instances a letter should be sent accompanying the slips, listing the names and addresses, on a typewriter if possible. Then it is necessary to secure only one money order to cover the entire list. This facilitates the work in the office considerably, and will speed up the work. The work in the office here is constantly increasing. Every assistance the brethren can give us in making out their subscription slips and in making their letters short and to the point will help us forward the Kingdom interests. The Society appreciates your consideration and help.

Notice, Pioneers and Auxiliaries

Special "pink" envelopes are provided for brethren enrolled in pioneer and auxiliary service. Please use these. If for any reason you use other envelopes, kindly direct them to "Pioneer Desk", to eliminate double handling. When a remittance is sent in without an order, always specify disposition you wish to have made. Where a pioneer or auxiliary is also serving as company servant, please be explicit as to which account is involved, marking your mail "Pioneer Desk" or "Company Service".

Your July Work

In the July regular *Informant* instructions were given with respect to the rural work. By now all plans should be perfected, so that, beginning with the first day of July, all will be 'on their toes' ready to start in the rurals with the dollar combination of *Enemies*, *Riches* and fourteen booklets (six self-covered and eight colored-cover). This offer, of course, should be introduced with the phonograph, opening with "Enemies" (P-114) and following with one or two other records where interest warrants it.

NO MORE *CURE* WILL BE PRINTED when the present supply is exhausted. If you have any *Cure* left over from the three-month campaign, put them out as soon as possible, in July. Include them in the combinations you place in rurals, or, if you have quite a supply, it might be well to continue the evening witnessing suggested for June, working in thickly settled areas. Supply all sound cars with any *Cure* you have left, and hand these out after the lectures, especially where the car may be used in downtown sections or at parks, beaches, etc.

What Is a Back Call?

Inquiry has been made as to what constitutes a back call. On the back of the new Publishers Field Service Report printed by the Society there is the following definition:

"BACK CALLS. When a publisher calls on someone he or another publisher has previously contacted, or on a 'Good Will Contact' furnished by the Society, it may properly be considered as a back call and reported as such if the publisher does one of the following:

(1) Plays one or more lecture records.

(2) Places additional literature.

(3) Gives a verbal witness (where it is impossible to play the phonograph), quickening the interest of the party in the Kingdom message."

First Reports for May

The first reports for the month of May are very encouraging. The table below gives a summary of the results in the United States, Canada and Northern Europe:

	Books	Booklets	Pubs.
U. S. A.	148,934	1,560,386	28,339
Canada	11,368	128,544	3,473
N. Europe	12,135	229,181	—
	172,437	1,918,111	

Subscriptions received at Brooklyn office up to June 28: 65,853.

The above figures in each instance represent a splendid increase over May 1937, and compare favorably with the results obtained in the same countries in April this year. In the United States there was an increase of 63,546 books, 417,964 booklets and 5,573 publishers over the corresponding month in 1937. Canada had an increase of 1,056 publishers, 6,533 books and 69,575 booklets. Northern Europe had similar increases.

If we add the above figures to the world-wide totals for April, we have 431,981 bound books and 5,117,191 booklets. These figures give some idea of how the *Cure* campaign is going throughout the earth. A full report will not be published for May, but a three-month report for the entire world will be given as soon as all reports are received. Every company, pioneer and auxiliary will help in getting out this report SOON by sending in reports promptly at the end of June. Branch offices will be sending in their reports to Brooklyn as soon as complete; then the final totals will be set out for the three-month campaign.

Pioneer and Auxiliary Work

The summer is a splendid time to enter the pioneer or auxiliary work. Many company publishers will find that by careful planning and putting forth an extra effort they can put in fifty or more hours a month, which is the minimum requirement for an auxiliary. Others may find it possible by rearranging their affairs to enter the pioneer work. Have you considered this branch of the service? Write the Society for further information. The "special pioneer" service has taken a number from the ranks of the regular pioneers, and, as the special pioneers concentrate particularly in the larger cities, there is much room in the rurals and small towns throughout the country for additional regular pioneers. Those who can spend more time in the service can also materially assist in properly taking care of the back-call work, model studies, etc., in company territory.

New Publications

Since the printing of the March 1 Cost List the following items have come in stock:

Safety—Afrikaans, Bohemian, Chinese, French, German, Greek, Italian, Norwegian, Polish, Swedish.
Armageddon—Danish, Hungarian, Polish, Portuguese, Serbian, Slovenian.
His Works — French, German, Hungarian, Polish.
Keys of Heaven—Norwegian.
Uncovered — Chinese, Chiwemba, Cinyanja, Danish, Malay, Polish, Tagalog.
Choosing—Cinyanja, Slovak.
Protection — Malay, Russian, Slovak, Tagalog, Yoruba.
Where Are the Dead?—Slovenian.
Model Study—Spanish.
Home and Happiness—Esthonian, Hollandish.
Beyond the Grave—Serbian, Tagalog.
The Harp of God—Slovenian.
Creation—Slovenian.
Preparation—French.
Jehovah—French.
Enemies — Danish, Finnish, German, Swedish.
Righteous Ruler—Efik.

Year Book and Calendar

We are still getting quite a few orders for the *Year Book* and the Calendar. The suggestion is here made that the company servants take it up with the company immediately, asking all those who want to get a *Year Book* and a Calendar to get them immediately. Some of the larger companies might stock four or five copies for the newly interested ones as they come into the organization throughout the year. We have only a few thousand of each of the *Year Book* and the Calendar left.

An Answer to Many Inquiries

Quite a few of the brethren are writing to the Society to supply them with the new-type phonograph cover to replace the former model, so that they can leave their tone arm in the playing position at all times. The Society is too busy keeping up with present orders on the new model to make any parts for the old so as to make it similar to the new. We urge the brethren to use the machines they have the way they are until the Society has further announcement to make on the matter.

Other brethren write the Society asking it to supply them with phonograph parts so that they can build their own equipment. The Society is not supplying parts, but supplying phonographs. We will replace broken parts in phonographs, but we are unable to supply parts to brethren who want to build their own phonographs. When ordering replacement parts, please give us the serial number of the phonograph or sound-car equipment in which they are to be used; otherwise we cannot supply parts.

INFORMANT

AUGUST, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N. Y.

Announcing World-wide Convention, Sept. 9-11

Brother Rutherford Speaks Sat. and Sun. | Widely Advertise "Face the Facts"

London the Key City

50 More Connected by Direct Wire

Important That You Attend

On this page appears a letter from the president of the Society "to lovers of righteousness". Read this letter immediately. After so doing, we feel sure your answer to the question in the first paragraph will be "Yes" and that you will be at one of the convention outlets in this country or other countries.

It is with real joy that we announce this outstanding event for the Lord's people. The greatest convention of all times, international in scope, has been arranged for September 9, 10 and 11. Preparations are now well under way for the most unique and tremendous witness that has ever been given through convention arrangements. This world-wide convention is so far-flung that it will be possible for practically every one of Jehovah's witnesses and their companions in the English-speaking world to attend the convention.

We are unable to express in words our gratitude to Jehovah for making this extraordinary provision through his organization for the assembly of his people, so that we may be further strengthened and aided in carrying on the warfare.

Brother Rutherford will address all the assemblies, of which there will be more than 50 throughout the world, direct from London, England. From this central location will come words of instruction and comfort, transmitted by the modern means of international and transcontinental telephone lines. Twenty-three auditoriums, hooked up in the same number of cities throughout the United States, will be so located that none of the brethren will have to travel far in order to share in the blessings of this, the greatest of all conventions. You will be there not only to share in the blessings, but likewise to take part in the tremendous witness to be given.

Two Features

On Saturday, September 10, Brother Rutherford, by the grace of God, will address this international assembly, speaking particularly to the consecrated. On Sunday, at the public meeting which will be extensively advertised throughout the world, he will speak on the subject "FACE THE FACTS". Royal Albert Hall, we feel sure, will be packed out at this meeting, and at the same time, we hope, more than 50 other large auditoriums will be filled to capacity. We must do our part from now until September 11 to advertise. The subject alone thrills us and

(*Continued on page 2, column 1*)

July 19, 1938

TO LOVERS OF RIGHTEOUSNESS:

Will you put forth your best endeavor to advertise the kingdom of righteousness that will bring peace, happiness and life to humankind?

September 9-11, 1938, a world-wide convention of Christian people will be held. London, England, will be the key position. On Saturday, the 10th, at 8:00 p.m., London Time, an address will be delivered specially for the aid and comfort of the Jonadabs and others who are seeking the way to Zion. On Sunday, the 11th, at the same hour, a speech will be delivered at Royal Albert Hall for the benefit of the public. That hall will be directly connected with many other halls throughout the English-speaking world, that all the people there assembled may simultaneously hear. Let everyone who is anxious to see God's kingdom under Christ in full operation with its beneficent results to humankind make it his or her business to advertise that convention and urge the people who want to know the truth to attend and hear the above-mentioned lectures.

This is one occasion to prove your love for God and his kingdom under Christ. With joy do your part, and receive the Lord's blessings.

Yours in the full interest of the Kingdom,

J. F. Rutherford

United States Receives Its Greatest Witness

Three-Month Campaign Surpasses Every Other

New Peak in Publishers Reached in June

World-wide Convention Another Advance Movement

The report for June, the final month of the three-month campaign with the *Cure* booklet, *Enemies* and *Consolation*, surpasses anything previously accomplished in the United States and the outlying countries reporting to the Brooklyn office. In the United States alone there were 31,110 publishers in the field—a new peak—showing the continued increase of the multitude.

These brethren placed 168,579 bound books and 3,408,636 booklets. In June every publisher got down to business and put this campaign over the top. No wonder we are now hearing loud squawks from the "old lady"! Including the 241 publishers in outlying possessions we find that the literature placed under the Brooklyn report makes a grand total of 3,597,730, the greatest witness given in any one month.

And now for the three months' work. It is astounding! According to the reports there were 31,461 different publishers in the field during April, May and June. Bound books placed, 480,453; booklets, 6,540,243. What joy this brings us when we see the strenuous witness that was given by the distribution of 7,020,696 pieces of literature in but three months' time! Surely this is the Lord's work and is marvelous in our eyes! All who have been privileged to share in this campaign can rejoice with their brethren in this accomplishment.

Consolation will be going regularly to thousands of new readers, due to the campaign. In the United States 73,006 subscriptions were taken. Including subscriptions received from branches, the total to date is 89,961.

Now we look forward to another great move against the Devil's organization and for the Kingdom, namely, the WORLD-WIDE CONVENTION. Surely we can expect every one of these faithful witnesses, who have fought valiantly and hard during the three-month campaign, to be in attendance at the convention which will be held internationally. Therefore, during September 9-11 we should have fully 30,000 publishers in the field pressing the battle to the gate. As soon as the final world-wide report can be obtained it will be published for your enjoyment and comfort. We rejoice to know that the battle is God's, not ours, but that we can carry the warning to the people in advance of the final battle.

Much Work for Each Publisher Before and During Convention

"FACE THE FACTS" is the subject of Brother Rutherford's lecture for September 11 which will be delivered at Royal Albert Hall, London, England. What a thrilling subject! The handbill being prepared to advertise this lecture states, "Only once before in world history have conditions been anything like the present time." Are you not anxious to have all people of good will hear about this? You are! The subject and handbills are going to arouse thousands of people of good will who want to "FACE THE FACTS" and know the truth. It is our privilege to see to it that they have an opportunity to know when and where this meeting will be held.

So that They May Know

The Society is preparing now to print millions of handbills which will be consigned to all the cities in which there will be an outlet of the international convention. Cities nearby will also be consigned a few thousand of these announcement slips to be used in their regular witness work shortly before the convention. Placards will be printed and furnished to the convention city companies. Sound cars will be used, from now until the convention, throughout the land, announcing the convention and the nearest point at which the lecture can be heard. In order for the people to hear this message they must be in one of these auditoriums.

At the convention itself there will be the "sandwich sign" parades, the sound cars and the distribution of the handbills announcing the local meeting. But more important than the distribution of these handbills will be your personal contact by witnessing from door to door in the convention city and personally inviting everyone to whom you talk to come to the convention, particularly to the public meeting Sunday afternoon.

Your Work Before the Convention

Great publicity must be carried on before the convention, such as seeing that the "announcement" of the convention is put in the hand of every one of the persons for whom you have a Back Call slip. These special "announcements" are mailed with this *Informant*. From now until the convention, let all publishers write their relatives, friends, and people of good will about this convention. Not only should the publishers call on every "back call" name and leave a special announcement, but, in addition, the company should mail a letter to these persons about two weeks before the convention, asking

(*Continued on page 2, column 4*)

Booklet "Warning" Released at Convention

Special Distribution for Three-Day Period

New Peak of Publishers Expected at World-wide Convention

The presses at the factory are running at top speed, turning out the new booklet *Warning*. Shipments of these are going to all countries of the world, and shortly we shall have a supply on hand to ship to the convention cities in the United States. Consignments of the booklet will go to all convention cities, and, beginning on Friday morning, at 9 o'clock, publishers attending the convention will go to the field to distribute for the first time the new booklet *Warning* and the handbills. Publishers will invite the people to come to the convention, as well as arrange as many phonograph back calls as possible for Friday, Saturday and Sunday. Every publisher who possibly can should be equipped with the phonograph and the records "Relief" and "Enemies". *Warning* will be offered for the first time, throughout the world, on a contribution of 5c. Hundreds of thousands of copies of these should be distributed. You should have bound books with you so that these too can be placed if desired. *Warning*, on a contribution of a nickel, is the big thing. Run for them first the "Relief" record, then "Resolution", and then offer them the booklet.

During August and September our principal work is in the rurals. During the convention period a change will be made and all conventioners will work in thickly populated territory, so that as many of the *Warning* booklet may be distributed as possible.

Peak of Publishers Expected

During April there were more than 30,000 publishers in the field. In June a new peak was reached, of over 31,000. At the convention, what will it be?

Every person interested in the Kingdom will earnestly endeavor not only to attend the convention but also to be a publisher. Even those who may be assigned to service in the cafeteria, or to some other duty, will endeavor to put in some time placing somewhere, somehow, the booklet *Warning*, so that everyone at the convention may be counted as a publisher and turn in a report slip. Those not assigned to some specific duty in connection with the convention organization will spend all the time possible in the field service, taking out the newly interested who come with you to the convention and who will want to be witnesses. Many of these will undoubtedly start out for the first time during the convention. Because of the enthusiasm and strength shown by the Lord's organization, they will have boldness. With all these new publishers joining with you, we should surpass by far the 31,000 peak of publishers in the United States.

It is expected that this will be the greatest witness ever given in any convention. Come prepared to witness for the King and Kingdom and you will receive the blessing of the Lord.

"Jehovah's Battle," Oct. 1-9, Offers "Warning"!

Order About August 15 No Consignment

The spirit of the convention will overflow in many ways this year. Not only will Jehovah's witnesses and their associates return home filled with the spirit of the Lord as a result of attending this wonderful convention, but beginning October 1 they will push and carry on the same campaign with the *Warning* booklet in their own territory, which will have been started at the international convention. The convention will open up this campaign. On October 1 it will expand, and will go to every nook and corner of the world.

The message contained in *Warning* is of vital importance to every person of good will. Note the foreword to the booklet:

> "*Warning* is published in friendliness to all people of good will who are disturbed at the VIOLENCE that still increases . . . , but points you to the sure covert from that most destructive storm of all time."

This is the Lord's provision for them. It is the responsibility of the anointed and their companions to see that it is made available for them. In fact, to withhold this message from the people of good will would be 'depriving the stranger of his rights'.

Order "Warning"

Orders for this booklet should reach the office by August 15. We shall have a supply of these booklets for the orders by that time. In this order include such bound books and other literature as you require to finish out the bound-book campaign during September. No consignment of the *Warning* booklet will be made to companies, pioneers or auxiliaries. Please order in the latter part of August, but not during the vacation period of workers at Bethel; and don't wait until late in September.

(*Continued from page 1, column 1*) creates within us a strong desire to begin this advertising.

Time of Meetings

From 8 to 9 p.m. London Time, both Saturday and Sunday, all the auditoriums throughout the world will be connected by direct wire. This time in the United States will be as follows:

Eastern Daylight	3 to 4 p.m.
Eastern Standard	2 to 3 p.m.
Central Daylight	2 to 3 p.m.
Central Standard	1 to 2 p.m.
Mountain Standard	Noon to 1 p.m.
Pacific Standard	11 a.m. to 12 noon

The British Isles, Australia, Canada and the United States, comprising almost all of the English-speaking world, will be covered by this arrangement. In Australia it will be Monday morning, 5 a.m., yet our brethren there will anxiously await the message that will be brought to them. Even though it be Monday morning, they will advertise this public meeting extensively, and undoubtedly thousands of Jonadabs who recently attended Brother Rutherford's lecture when he was there last spring will be on hand at that time in the morning to hear this message from the Lord.

Convention Cities

The following cities in the United States have been chosen as outlets for this international convention, and the names and addresses of the company servants are given so that you can communicate with them regarding your rooming accommodations. The name and address of each hall will be published later:

Birmingham, Ala.
T. W. Miller, 1515 North 19th St.
Charlotte, N. C.
Lawrence Scarborough, 110 South Church St.
Chicago, Ill.
C. F. Froberg, 1838 N. Fairfield Ave.
Cincinnati, Ohio
J. C. Rainbow, 110 East 8th St.
Cleveland, Ohio
Frederic Thieret, 4306 West 58th St.
Dallas, Texas
Paul Telkamp, 3247 Culver St.
Denver, Colo.
Edwin S. Holt, 2626 West 41st Ave.
Detroit, Mich.
P. C. Truscott, 4809 Grayton Ave.
Hartford, Conn.
L. J. Garloni, 49 Dean St.
Houston, Texas
Joseph Isaac, 46 Harvard St.
Jacksonville, Fla.
J. E. Grimes, Box 3525
Kansas City, Mo.
F. T. Hoeck, 4254 Jefferson St.
Little Rock, Ark.
D. F. Glenn, 605 Wolfe St.
Los Angeles, Calif.
C. V. Knemeyer, 1553 Livonia Ave.
Minneapolis, Minn.
E. A. Flinn, 2089 Iglehart Ave., St. Paul, Minn.
New Orleans, La.
Albert S. Lang, 119 University Place
Omaha, Nebr.
C. E. Knight, 5706 North 27th St.
Philadelphia, Pa.
M. E. Confehr, 5444 Oakland St.
Pittsburgh, Pa.
T. A. McKnight, 1731 Parkfield St.
Rochester, N. Y.
Kenneth R. Curtis, 25 Hartsdale Rd
San Francisco—Oakland, Calif.
S. E. Johnston, 5323 Estates Drive, Oakland
Tacoma, Wash.
Donald Abernethy, 5611 Birmingham St.
Washington, D. C.
C. C. Eberle, 1603 Massachusetts Ave. NW.

Jonadabs, Be There

As you have noted in Brother Rutherford's letter, his Saturday lecture will be "specially for the aid and comfort of the Jonadabs and others who are seeking the way to Zion". It is essential, therefore, that all persons on whom back calls have been made during the past year be informed of this lecture. Every company throughout the country should make arrangements to assist in every way possible the newly interested people to get to this convention and hear this vital speech. The anointed of the Lord, of course, will be there. They know the importance of these conventions and the blessings that will be in store for them. However, this world-wide convention will include not only these, but all persons who are seeking truth and righteousness.

Each city in which the convention is being held is arranging to rent halls sufficiently large to take care of the brethren who attend. The consecrated, including the Jonadabs, within each convention area, are given the opportunity to bear the local expenses of each respective hall, and such contributions as they desire to make can be made to the convention treasurer. Each local convention treasurer will hold these funds for the Society, keeping a separate account and paying out such amounts as are required. If there is any balance at the close of the convention it will be forwarded to the Society to aid in the expense for line wires.

Special Announcement

Enclosed with this *Informant* are samples of the special announcement of the world-wide convention of Jehovah's witnesses, September 9, 10 and 11. These announcements should be used from now until the day the convention begins, in your back-call work. All companies should go through their back-call files now and make special call on every one of these interested persons, giving them this announcement and all other information necessary so that they can attend the convention. Set out to these people the importance of being there Saturday and Sunday particularly. If you need more of these announcements, order them immediately. The importance of this work cannot be overstated. Every company should try to make arrangements so that every publisher in the company and everyone associated with and interested in the organization will be at one of the convention points announced.

Great Activity

The cities in which the conventions are to be held are now extremely busy preparing details for your accommodations. They are working on room assignments, cafeteria arrangements, territory for your field service work. Throughout the rest of the country your big interest is to continue witnessing in your own territory and make every preparation to be at one of these cities. As Brother Rutherford states in his letter of July 19, this is truly an occasion "to prove your love for God and his kingdom under Christ". We feel sure that this world-wide convention, September 9, 10 and 11, will have the greatest attendance of any convention to date. Will you be there?

(*Continued from page 1, column 4*) them to let you know if they are going and what arrangements they have made to get there. Offer them such assistance as you are able to render. Express to them the importance of the convention and the blessing in store. Arouse in them enthusiasm. Call again upon those you know are exceptionally interested. In other words, talk convention, advertise convention, prepare to go to the convention, and remember to leave the special "announcement" at every back call.

Sound Equipment

We are pleased to advise that we have caught up on sound orders, phonographs, No. 4 sound equipment and built-up PTM jobs, and we are now in position to supply your needs immediately. If you require No. 4 sound equipment, order it now. The cost of this equipment to all publishers is $140. To those who are unable to make the entire outlay at once, a $50 down payment may accompany the order and the balance be paid in regular payments within a year. We can also build up your wet-battery PTM into a No. 3 sound car, including power pack, horn, two-speed motor, and a complete overhaul so that the equipment is as good as new, for $80. If you require a microphone the cost will be $90. This may be obtained on time, where necessary, with $40 down payment and the balance within a year. At the present time we can also fill your phonograph orders as they are received. Use sound equipment. Make back calls.

INFORMANT

SEPTEMBER, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N. Y.

Are You Going to the World-wide Convention?

Are You Taking Some Newly Interested with You?

Brother Rutherford Will Address Greatest Assembly of Christians

Every Convention City to Receive Unprecedented Witness

Warning Released For First Time in Convention

Jehovah, the giver of every good and perfect gift, has a rich blessing in store for those who love Him. On September 9-11 the greatest assembly of Christian people will be gathered in a world-wide convention, there to receive the comfort and aid He has always supplied. The consecrated will do their utmost to be at one of the convention points and hear Brother Rutherford address this international assembly at 8 o'clock London Time, both Saturday evening and Sunday evening, direct from Royal Albert Hall. That will be a momentous and thrilling occasion to everyone present.

It is expected that at least 100,000 people will be assembled to hear Brother Rutherford deliver the lecture "FACE THE FACTS". Not only will those assembled in these halls hear, but arrangements are now under way for a nation-wide radio chain to carry this lecture to those who would not ordinarily come to a convention. This important message must be heard far and wide and be gotten to the people so they may take their stand on one side or the other. The only place one can hear the Saturday speech will be at the convention itself. Everyone will want to be there because of the extensive service arrangements that are being made and the distribution of the new booklet *Warning* for the first time. In approximately 50 cities throughout the world arrangements are now under way to accommodate those who will attend. Some of the things that must be taken care of are as follows, and you can share in them.

Convention Expenses

In the cities where conventions will be held September 9-11, the brethren are asking the privilege of paying the expenses as far as is possible for them to do so. Any of the remnant or Jonadabs or others interested who are not in the vicinity of the local conventions and who desire to participate especially in the expenses of the general convention may make their remittances direct to the Brooklyn office.

Advertising

Approximately a half million announcements for the convention have been printed for the use of the publishers in the back-call work between now and the convention. Any company, pioneer or auxiliary desiring more of these can order them. They will be supplied free. They should be used extensively. Letter-writing to those interested will play an important part in getting all people of good will to the convention. Placards are furnished by the Society to all convention cities for "sandwich sign" parades and automobiles. Companies locally are making silk screen signs and banners to place in conspicuous locations throughout the city, in store windows, at homes and other places. More than three million leaflets will be printed for advertising "FACE THE FACTS" at the assemblies throughout the United States. All the publicity will be given that can be given relative to the world-wide convention and the big meeting. The greatest advertising that will be accomplished is that done by the publishers themselves in door-to-door witnessing, telling everyone they meet of this world-wide convention and where to attend. At the convention cities particularly, the publishers will personally invite the people to the meeting when calling on them in the regular witness work. When you find someone who is interested, not only give him a handbill, but arrange to call back with a car and take him to the meeting, both Saturday and Sunday. Several hundred cars at a convention can pick up from 1,000 to 2,000 people and bring them to the meeting. We want the people to hear, and an opportunity will be given them to hear. Bring them early.

Book Room

A book room will be established and a large supply of the *Warning* booklet will be on hand. Company publishers will be given the booklets at the regular company rate. Pioneers identifying themselves as such will be allowed the pioneer rate. The publishers can bring with them other books and booklets they desire, and especially bring their phonograph and records. If you run out of books, such as *Enemies* and *Riches*, at the convention, these can be replaced at the convention book room.

Cafeteria

Each convention organization is arranging to operate a cafeteria. Good, wholesome food will be served. The money you spend at the cafeteria will be used to defray the expense of operating the cafeteria.

Immersion

There will be an immersion service Sunday morning at 8 o'clock. Those desiring to be immersed will bring their own swimming suits and towels, and will assemble in the first few rows in the auditorium, directly in front of the platform, at the time of the baptismal discourse.

Music

Those who play musical instruments should bring them along, as an orchestra will be arranged. Bring your own song books. The songs to be used at the convention are numbers 6, 10, 42, 52, 60, 63, 92, 98, 101, 148, 283, 292, 312, 321, 331. These you can practice before you come.

Parking

Arrangements for free parking have been made in most cities, or at a very low rate. Trailer camps are being arranged for pioneers, at convenient places. For information on trailer camps write to the company servant of the city to which you are going. Names and addresses are listed elsewhere herein.

Public Meeting

We want everyone we can possibly get out at the public meeting to hear "FACE THE FACTS". It will mean hard work on the part of all the consecrated in making back calls, picking up these people and bringing them to the meeting to hear this message. Try to pack out every hall. The halls in the United States alone have a total seating capacity of more than 75,000 persons. Special programs are being printed for Sunday's meeting. Each person attending will receive a copy. Those who come will have the privilege of hearing not only Brother Rutherford's lecture "FACE THE FACTS", but also his lecture "Violence" as delivered at Seattle. The public meeting will be the high point of the convention, and every effort should be put forth to make it a success and a witness to the King and the Kingdom.

Service In the Field

Everyone attending the convention should have a share in the field service. Those who serve as ushers or work in the cafeteria or some other place should try to place a few booklets during the convention, turning in a report for the same. There should be at least 30,000 publishers reporting at these conventions. Report your activity in the field not only to the convention, but also to your home company. Each publisher will make out two reports: one for the convention and one for the company with which he is associated. Each company servant will report on his monthly report card the activities of the publishers in his company at the convention, as well as work done at home. Each car driver will see that he has an individual report from every publisher in his car, and turn these reports in daily. We want a report from every individual publisher because we want to be sure that more than 30,000 publishers engage in the field work in the United States during this convention period.

Be a publisher during the world-wide convention. Take out into the field with you the newly interested. Show them how it is done. Let them place *Warning* booklets, too, and be publishers for the Kingdom.

All company servants should announce between now and the convention the following: Report your activities of field service at the convention, on a worker's report slip. Make a duplicate of this slip, and on returning home give the duplicate slip to your local company servant.

(Continued on page 2, column 1)

"The Messenger" - the Convention Report

Order It Now

The world-wide convention will have so many angles to cover and will be of such magnitude that it would be impossible to properly report the convention in *Consolation*. Therefore *The Messenger* will be published and will probably be a 64-page magazine. *The Messenger* will give you the details of the world-wide convention, including happenings in all convention cities. It will be a very comprehensive report, not only in items of interest, but also in picture review of the convention. This report everyone will want to keep on file, and some of the consecrated may want extra copies for interested people.

In order to cover the cost of publication and mailing, the Society will receive orders at 10c a copy. Wherever possible, please place your order through the company servant and *The Messenger* will be shipped in bulk to companies. A remittance should accompany all orders. We should very much like to receive all orders by September 30, so we may know how many to print. It may not be until the latter part of October, however, when *The Messenger* will be printed and mailed, because the reports from the convention cities in England and Australia will take longer to get here. Order your copies of *The Messenger* now, at 10c a copy. The convention report will not be published in *Consolation*.

Radio to Cover U.S. with "Face the Facts"

The Message Must Be Told

As Brother Rutherford delivers his lecture "FACE THE FACTS", on September 11, the thousands of persons assembled in halls will not be the only persons to hear this important message. Arrangements are being made for a chain broadcast throughout the country. The stations selected will be particularly in locations not served by the convention cities, thus making it possible for thousands of other persons to hear this important message. Radio folders will be printed by the Society, listing the stations. These folders will be consigned to companies in territory served by the stations listed. Upon receipt of these folders, the publishers should distribute them before going to the convention. Every effort is being made to advertise "FACE THE FACTS", and every publisher from now until the convention should see to it that people are informed of this. The publishers, however, should point out to persons met on back calls the importance of attending the convention rather than staying at home and listening on the radio, which carries only Sunday's lecture. Therefore the publishers will stress the convention cities and the halls in their back calls as well as distribute handbills throughout the city in their regular witnessing.

Shortwave Reception

The two lectures by Brother Rutherford are to be transmitted by shortwave to the United States and Australia from London. Anyone who has a shortwave receiving set might be able to pick up the two lectures of Saturday and Sunday within the band of 16 and 50 meters. The consecrated not able to get to one of the conventions but having a shortwave receiving set should try to pick up these lectures in the shortwave band between the hours of 8 and 9 p.m. London Summer Time, September 10 and 11. Report of reception will be appreciated at the Brooklyn office.

"Jehovah's Battle" Testimony Period - October 1-31

"Warning," New Booklet, to Be Distributed

Special Period
One Month in Duration

World-wide Convention to Bring Out New Publishers

The international testimony period "JEHOVAH'S BATTLE" begins only two weeks after the world-wide convention, which convention should fill everyone who is interested in the Kingdom with much joy and zeal for the Lord's cause. Due to the importance of these testimony periods and the special work that is always done, and to the fact that a nine-day period is not sufficient to cover the territory, the special effort by the brethren will be extended to take in the entire month. Henceforth the testimony period announced will be for the full month, thus giving the publishers opportunity to cover a wider territory.

Warning will be the big thing for the month. On Saturday, October 1, let every publisher go into the field with a good supply of this new booklet and place it in the hands of as many people as possible. Offer the booklet on a contribution of 5c. Use the new phonograph records, "Relief" and "Resolution", and arrange for back calls with "Warning" and "Violence" series wherever possible. Carry *Enemies*, *Riches*, and other publications to offer to those who are exceptionally interested.

We want to cover as much territory as possible in this one month, and it is hoped that well over a million and a half of the *Warning* booklet and other publications will be distributed in the United States alone. Thus far the greatest number of publishers to report in one month was 31,461. In October there should be fully that number out, if not more. After the world-wide convention many of the newly interested will also want to participate in the witness work, going out for the first time in this campaign. As this is an international campaign, not only will the consecrated in the United States engage in "JEHOVAH'S BATTLE", but those in every nook and corner of the earth will fight shoulder to shoulder against their common enemy, the Devil and his organization. The message of "WARNING" must be given. For that reason the Lord provided it in booklet form.

Beginning a New Year

October 1 begins the new fiscal year of the Society, and therefore great energy and zeal should be put forth. Reports thus far indicate that 1938 will be the greatest witness ever given in this country in the interest of God's kingdom. We are thankful for this and grateful to the Lord for the share we have had in it. But of those to whom much has been committed more will be demanded; therefore we look to the new year for greater privileges of service and will press the battle to the gate. So we begin with joy "JEHOVAH'S BATTLE", another international testimony period, having a new booklet, new records, "Warning" and "Violence", and, by the Lord's grace, many new publishers.

The new organization which will be in effect throughout the country, beginning with October 1, will greatly aid in the advancement of the Kingdom interests. The company servant should check up on all details relative to this special campaign, "JEHOVAH'S BATTLE." The territory servant should see that all publishers have plenty of homes to call on. The sound servant should see that the equipment on hand is put to good use and distributed among the publishers, with plenty of records for the special witness. The stockkeeper will have on hand a good supply of *Warning* and see that all publishers are supplied therewith. The chairmen of studies will co-operate with the company servant in arranging to take their study groups into the field on certain days of the week. The back call servant will see that plenty of back calls are lined up and that interested people are given the opportunity of receiving *Warning* and hearing the new records. Everyone will work in unity in the interest of God's kingdom. We feel sure that with the enthusiasm and energy resulting from the world-wide convention everyone will press on in "JEHOVAH'S BATTLE".

Orders

Orders for *Warning* booklets should be sent in by September 1 at the latest. Order what you need, as no consignments will be made. Check your stock of other literature and records.

Organization Instructions Sent to Companies

Study at Service Meetings
Effective October 1

By this time all companies should have studied carefully the new "ORGANIZATION INSTRUCTIONS". These instructions become effective October 1 throughout the United States.

The company servant will no longer call committee meetings as has been the custom heretofore, but he will take up with each servant individually matters pertaining to that servant's work. The brother responsible for the stock room, for instance, will discuss with the company servant all matters pertaining to the stock room. There is no reason why the sound servant and other assistants to the company servant should be kept from taking care of their duties while such discussions are going on. The same is true with the other servants; and therefore committee meetings are eliminated. The company servant should check regularly and carefully with each of the servants to see that his records are properly kept and that his work is properly taken care of.

The company servant should arrange the service meetings and see that his assistant servants are assigned certain portions of these meetings to discuss their particular field. Unity and co-operation will prevail throughout every company in God's organization, and we look forward to a greater witness in every field of activity, due to this new organization.

Zone servants will begin their operations October 1, and each company will be notified of the time of the zone servant's visit. He will aid the company servant and assistant servants and instruct them how to carry on the work more efficiently. Each company servant will please see that his assistants receive a copy of the portion of the organization instructions applying to their work. One copy of these instructions was sent to each company servant. They are confidential and should be kept in the company servant's private files. No other copies will be mailed out.

(*Continued from page 1, column 4*)

Sound Cars

All sound-car operators should take their equipment to the convention. Receive your instructions locally as to where to work, and use the "Relief" and "Resolution" records. You can read the announcement on the "announcement folder" over the microphone, inviting the people to the local meeting. Be sure to announce the exact time of the meeting, and the hall and its location. Each sound car will have along a supply of the public meeting folders to be given out to the people passing by.

Traffic

The brethren driving cars should be sure to have with them their driver's license and ownership license. Observe traffic regulations.

Rooming Accommodations

Those going to the convention and desiring rooms in advance should write to the convention headquarters as announced in this *Informant*, stating what you desire in the way of rooms. Be specific. If you write for rooms now you will be able to go directly to your rooms when arriving at the convention city, and thus save time. In your application for rooms state what price you desire to pay, the kind of accommodations, the number in your party, how many to a room, etc. Those residing in convention cities should (on back calls) mention to interested people the matter of rooming accommodations. Maybe many of these will be glad to accommodate conventioners, and then the conventioners can arrange to bring these people to the meeting, too.

Other Information

You will be able to get programs at the convention itself. In most places there will be an emergency hospital, for slight illnesses. An information booth will be found in each auditorium. Local companies are doing everything they possibly can for your comfort and convenience.

Are you going to the world-wide convention?

Are you taking with you some newly interested?

It will, by the Lord's grace, be the greatest convention ever held!

Halls

Under the name of each city where there will be a convention is the name (and address) of the convention hall. Then follows the name (and address) of the company servant, to whom you can write relative to rooming accommodations and other convention matters.

BIRMINGHAM, Ala.
Temple Theatre, 531 N. 19th St.
T. W. Miller, 1515 N. 19th St.

CHARLOTTE, N. C.
Charlotte Armory-Auditorium
310 N. Cecil St.
Lawrence Scarbrough,
110 S. Church St.

CHICAGO, Ill.
Navy Pier Auditorium, foot of Grand Ave.
Carl Froberg, 1838 N. Fairfield Ave.

CINCINNATI, Ohio
Emery Auditorium, Cor. Central Pkwy. and Walnut Ave.
J. C. Rainbow, 110 E. 8th St.

CLEVELAND, Ohio
The Arena, 3737 Euclid Ave.
Frederic Thieret, 4306 W. 58th St.

DALLAS, Texas
Live Stock Arena, State Fair Grounds
Paul Telkamp, 3247 Culver St.

DENVER, Colo.
Elitch's Gardens, W. 38th Ave. and Tennyson St.
Edwin S. Holt, 2626 W. 41st Ave.

DETROIT, Mich.
Masonic Temple, Temple Corner, 2d Ave.
P. C. Truscott, 4809 Grayton Ave.

HARTFORD, Conn.
Capitol Park, 900 Wethersfield Ave.
Louis J. Garloni, 49 Dean St.

HOUSTON, Texas
The Music Hall of the Sam Houston Coliseum, Walker and Bagby Sts.
Joseph Isaac, 3605 Georgetown

JACKSONVILLE, Fla.
Scottish Rite Temple, Cor. Phelps and Hubbard Sts.
J. E. Grimes, Box 3525

KANSAS CITY, Mo.
Ivanhoe Masonic Temple, Park Ave. and Linwood Blvd.
F. T. Hoeck, 4254 Jefferson St.

LITTLE ROCK, Ark.
Agricultural Building, Fair Park
D. F. Glenn, 605 Wolfe St.

LOS ANGELES, Calif.
Trinity Auditorium, 9th and Grand Ave.
C. V. Knemeyer, 1553 Livonia Ave.

MINNEAPOLIS, Minn.
Lyceum Theatre, 85 S. 11th St. Minneapolis, Minn.
Edgar A. Flinn, 2089 Iglehart Ave. St. Paul, Minn.

NEW ORLEANS, La.
Coliseum Arena, 401 Roman St.
Albert S. Lang, 119 University Pl.

OAKLAND, Calif.
Oakland Municipal Auditorium, 12th and Fallon Sts., facing Lake Merritt.
S. E. Johnston, 5323 Estates Dr.

OMAHA, Nebr.
City Auditorium, 15th and Howard Sts.
Clarence E. Knight, 5706 N. 27th St.

PHILADELPHIA, Pa.
Convention Hall, 34th St. below Spruce
M. E. Confehr, 5444 Oakland St

PITTSBURGH, Pa.
Syria Mosque, Bigelow Blvd.
Thos. A. McKnight, 1731 Parkfield St.

ROCHESTER, N. Y.
Convention Hall, Washington Square
Kenneth R. Curtis, 25 Hartsdale Rd.

TACOMA, Wash.
Masonic Temple, Fellowship Hall
S. 2d and St. Helens Ave.
D. S. Abernethy, 5611 Birmingham St.

WASHINGTON, D. C.
Ritchie Coliseum, University of Maryland College Park, Md.
Chas. C. Eberle
1603 Massachusetts Ave. N.W.

CANADA

TORONTO, Ont.
(Saturday) Massey Hall, 178 Victoria St.
(Sunday) Maple Leaf Gardens
Carlton St.
R. McNaul, 65 Oak Park Ave.

OTTAWA, Ont.
The Coliseum, Exhibition Grounds
Chas. Morrell, 71 Gilmour St.

VANCOUVER, B. C.
The Auditorium, 1805 Georgia St. W.
George Young, 5667 Kerr St.

CALGARY, Alta.
Al Azhar Temple, 17th Ave. and 4th W.
Roy G. McLuhan, 1602 6A St. N. W.

WINNIPEG, Man.
Amphitheatre Rink,
Whitehall & Colony Sts.
T. Forsyth, 55 Hart Ave., Elmwood

Inventory Time, September 18

With this *Informant* each company will find two copies of an Inventory form. All company servants, pioneers and auxiliaries will carefully count all their stock on the evening of Sunday, September 18, fill in the form and mail to the Society no later than the 20th. This will give the stockkeeper and company servant three full days to make accurate check. Fill in all the information requested, including the inventory of sound equipment. Mail one copy to the Society and keep the duplicate for your file.

Your September Report Card

To aid the Society in completing its annual report on time, we request that all companies, pioneers and auxiliaries close their reports with the activity of Sunday, September 25, and mail their reports Monday, September 26, to the Society. Please announce this to all the publishers and see that they get their reports to you on Sunday, after the field work. Then tabulate what reports you have and send in your report for September promptly. The work done after September 25, include in October's report.

INFORMANT

OCTOBER, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20: 15. | BROOKLYN, N. Y.

"Jehovah's Battle" Testimony Period

An Onward March

We Should Have over 30,000 Publishers

The world-wide convention, just passed, was the greatest ever held on earth. Although Brother Rutherford served personally only the key convention city, London, the arrangements made to link together the 50 convention cities made one grand convention and it seemed that Brother Rutherford was at each one. The remainder of the discourses during the three-day convention were on the same subjects, all convention programs being identical, and all the discourses featured "Organization", "Jehovah's Theocratic Government," and "His War".

These instructions and further encouragement emphasizing that our Leader, Christ Jesus, as the Executive Officer of Jehovah, is in command and that the battle is Jehovah's show God's people as being not only "willing in the day of his power" but also, as was David as he faced Goliath, eager to face the monstrosity and thus have a share in the vindicating of Jehovah's word and name.

The month of October should find all who have been publishers, as well as those who first saw this privilege at the convention, out in the field. The booklet *Warning*, released first at the convention, will be the campaign literature for the entire period. Containing the two speeches of Brother Rutherford on "Warning" and "Violence", this booklet should be placed in every home in our territory, if possible. Realizing that only those who take a firm stand on Jehovah's side will be carried through Armageddon, Jehovah's people shoulder the responsibility of getting the warning to those of good will to serve God and Christ and thus find a way of escape.

Time

The question before us now is not, "Shall I set a booklet quota for the month?" or "Should I quit after getting in my twenty hours?" but rather we will stock up with *Warning* booklets and say, "I will do all in my power to see that I get the message into the hands of every person I meet!" That means that every true lover of righteousness reading this *Informant* will determine, by the Lord's grace, to spend every moment available during the month, "JEHOVAH'S BATTLE" Period, witnessing with a group of publishers, or alone in territory near your home, or when going to and from work. Follow the same procedure used during the three-month campaign.

The booklet *Warning* will be left with the people on a 5c contribution, or thirteen on a contribution of 50c. No testimony card will be provided. A short verbal testimony may be used, giving the background of the conditions under which the lectures were delivered, how the booklet calls attention to the prophecies dealing with the very conditions now existing, and the outcome. The phonographs should be used extensively, using particularly the new record, "Relief," "Resolution," P-151, P-152. This record will aid not only in placing the booklet, but also in arranging for model studies with the lectures "Warning" and "Violence". It would be well to supply yourself with a few bound books, such as *Enemies* and *Riches*, offering these to the people who desire additional literature.

Not only does October 1 open "JEHOVAH'S BATTLE" Period and the new fiscal year 1939, but also the new Theocratic Organization goes into effect then. The various servants of the company will appreciate your co-operation in aiding them to fulfill their duties. The study chairmen will be emphasizing the importance of service in their study groups. The zone servants will begin visiting the companies in their zones.

The people of good will in your territory are waiting for the message contained in *Warning*. On your mark! Get set!! Go!!! The Lord bless you!

Change in Reporting

Beginning with the fiscal year, October 1, there are a few changes to note on your report cards:

1. Nine-day testimony periods will no longer be reported, because all testimony periods will be one month long, as, for instance, "JEHOVAH'S BATTLE," which will run from October 1 to 31. (Your report for October will include September 26-30, as the field service report for the fiscal year ends with September 25. All company servants should inform the publishers week by week of the progress of their work compared with the previous year, so that they can see how they are increasing in the Kingdom interests committed to their care in their own territory.

2. Reporting of "Obtainers" will be discontinued. Instead you will report the total number of "new subscriptions" for *The Watchtower* and *Consolation*. Do not report renewal subscriptions. Only NEW subscriptions are to be listed. Both six-month and one-year new subscriptions may be counted. Report new subscriptions in the space formerly used for "Obtainers", striking out "Obtainers" and writing above it "Sub's". In all back-call work, particularly, *The Watchtower* and *Consolation* should be stressed.

Summarizing: Report the following after October 1:

Books	New Subscriptions (Watchtower and Consolation)
Booklets	
Number of Publishers	Attendance at Sound Meetings
Hours	Back Calls

Notice

All pioneers now serving as special pioneers or zone servants will please return all territory assignments held by them prior to their new assignment.

Fascism or Freedom: Which Shall We Have?

Another Witness Against Them

Preliminary Convention Report

While the world-wide convention is over, the information and instruction received by Jehovah's people during those momentous three days in the 50 convention cities and by radio has given them some real food for thought and encouraged them to greater activity and zeal than ever before in Jehovah's Kingdom service. The Jonadabs have an added incentive now to maintain their integrity at all costs, so as to have the further opportunity of serving God after Armageddon.

On Sunday Brother Rutherford tolled the death knell (and the sound encircled the globe) of the totalitarian state (Fascism, Nazism, Communism) and the organized religion of the Devil, and in particular the Hierarchy and its titular head, the pope.

We are looking forward to reading the complete report of the convention in *The Messenger*, and we can give here only a preliminary report of the convention cities in this country so far heard from: Over 19,000 publishers reported, making the convention practically a 100-percent publisher convention; almost 150,000 pieces of literature placed; almost 300,000 heard either the sound cars or phonographs. "Sandwich signs" played a prominent part in every convention city, nearly all of the publishers having some share in this unique way of advertising. Report from London indicates that one of the parades there was THREE MILES LONG.

Other advertising was also used, such as handbills and placards on private and sound cars. There was also some unsolicited advertising: The Catholic Press, desiring to leave no stone unturned to disrupt every convention, if possible, aided considerably in getting the people to the Sunday "FACE THE FACTS" lecture. One of the priests 'regretted that they had given the matter so much publicity'. They did as much 'dirt' as they could, using foul means and 'fouler' to prevent the people from getting the information that Brother Rutherford had for them. The detailed report in *The Messenger* will give more information on this subject.

Another Witness Against Them

By the time this *Informant* is received, Brother Rutherford will have delivered another broadside against the Fascist-religious totalitarian crowd in his lecture "FASCISM OR FREEDOM: Which Shall We Have?" on October 2. Due to the intense opposition of the Roman Catholic Hierarchy, arrangements were made to receive this lecture in auditoriums at New Orleans, Seattle, Columbus, Ottawa and Toronto, in addition to Mecca Temple in New York city, where Brother Rutherford spoke in person. Simultaneously over 60 radio stations carried the lecture to all parts of the United States. This further humiliation of the "monstrosity" and its supporters, the Hierarchy, will have filled you with joy and eagerness to continue in the "strange work" of Jehovah.

Every true lover of righteousness will esteem it a privilege and *act immediately* in writing to those stations serving the territory in which you live, commending them for their courage and fair-mindedness in carrying the speech, in view of the Hierarchy's having coerced, browbeaten and threatened any that would dare to broadcast any matter that would expose their selfish and God-dishonoring and racketeering schemes. Radio stations shall carry programs that are of interest, convenience and public necessity, and Brother Rutherford's speech of October 2 certainly meets these requirements. There is shown below a list of the stations that contracted to broadcast the speech. Ascertain if the ones in your locality did so, THEN WRITE THEM PROMPTLY. *This is a Kingdom privilege of service.*

ALABAMA
Birm'ham WSGN
Decatur WMFO
Tuscaloosa WJRD

ARKANSAS
Hot Sp'gs KTHS

CALIFORNIA
L. Angeles KFVD
L. Angeles KGFJ
Oakland KROW
Santa Rosa KSRO

COLORADO
Alamosa KGIW
Grand J'n KFXJ
La Junta KOKO
Lamar KIDW

FLORIDA
Daytona B. WMFJ
W. Palm B. WJNO

GEORGIA
Atlanta WATL
Macon WMAZ

IDAHO
Boise KIDO
Idaho Falls KID
Twin Falls KTFI

ILLINOIS
Rockford WROK
Tuscola WDZ

IOWA
Shenandoah KMA

KANSAS
Coffeyville KGGF

MAINE
Augusta WRDO
Bangor WABI
Presque I. WAGM

MARYLAND
Frederick WFMD
Salisbury WSAL

MASSACH'TTS
Boston WORL
Greenfield WHAI

MISSOURI
St. Joseph KFEQ

NEBRASKA
Norfolk WJAG
N. Platte KGNF
Scottsbluff KGKY

NEW JERSEY
Bridgeton WSNJ

NEW YORK
Brooklyn WBBR
Buffalo WGR
Freeport WGBB
White P. WFAS

N. CAROLINA
Durham WDNC
Wilm'gton WMFD
Winston-S. WSJS

OHIO
Akron WADC
Portsm'th WPAY

OREGON
Astoria KAST
Klamath F. KFJI
Medford KMED

PENNSYLV'A
Reading WRAW

S. CAROLINA
Spartanb. WSPA

S. DAKOTA
Sioux Falls KSOO

TENNESSEE
Jackson WTJS
Knoxville WNOX

TEXAS
Ft. Worth KTAT
Longview KFRO
P't Arthur KPAC

VIRGINIA
Charlot'v. WCHV
Danville WBTM
Harrisonb. WSVA

WASHINGTON
Seattle KEEN

WEST VIRGINIA
Charleston WCHS
Clarksb'g WBLK
Fairmont WMMN
Hunt'ton WSAZ
Parkersb. WPAR

New Records in German

The following lectures have been recorded in the German language, and are available at the usual rates, namely, 70c for single discs, six discs for $3.50. These records are manufactured in the U. S. A., hence lower in cost than the records previously imported from Switzerland, and are of much better quality.

PX-5, 6 Kingdom, Armageddon
PX-7, 8 Soul, The Dead
PX-27, 28 Comfort, Why Clergy Oppose Truth
PX-29, 30 Prince of Peace, Peace Messengers
PX-101, 102 Value of Knowledge, Riches
PX-14, 114 Truth, Enemies

Report of Greatest Three-Month Campaign

Jehovah Blessed His Organization

Report Shows What Can Be Done in a Short Period

The report covering the world-wide *Cure, Enemies* and *Consolation* campaign for the three months April, May and June is submitted herewith. The results will thrill the heart of each lover of righteousness, and, as is always the case, the joy of each one will be in proportion to the efforts he puts forth in attaining the various results.

During this three-month period we reached an all-time high in publishers, of 58,098, all valiant soldiers of the King eternal.

But did we make our quota? That is the question uppermost in all minds. To that we can safely answer Yes. It is true we did not reach our quota of one million bound books, but the overflow of 1¾ million booklets and 8,253 subscriptions more than offsets the quarter of a million shortage in bound books. It was a splendid job, well done by the Lord's grace. Study these figures carefully. They are a manifestation of the Lord's favor and blessing upon his people. There is nothing that compares with these figures; therefore they stand alone.

REPORT FOR THREE MONTHS

April, May and June, 1938

	Books	Booklets	Total	Pio.	Aux.	Co.	Total Pub.	Hours	Obtainers	Sound Attend.	Back Calls	New Subs.
TOTAL	773,264	11,743,603	12,516,867	3,464	1,348	53,286	58,098	3,341,308	10,503,316	5,273,447	184,156	108,253
Alaska	255	1,035	1,290	1		4	5	318	451	131	46	38
Argentina	1,458	40,404	41,862	14	7	100	121	12,178	27,296	533		353
Australia	19,021	199,849	218,870	175	72	1,265	1,512	88,508	148,823	97,431	3,597	1,959
Bahamas	312	1,694	2,006	1		7	8	664	1,525	3,261	30	
Barbados	733	2,060	2,793	4	7	37	48	1,887	2,159	2,799		
Belgium	2,140	50,282	52,422	21	6	109	136	12,593	38,711	6,016		293
Brazil	1,416	46,104	47,520	15	9	132	156	9,615	41,271	54,623	235	642
British Guiana	27	132	159	1		3	4	495	123	19		
British Honduras	50	151	201			4	4	247	198	1,745		
British Isles	98,217	2,161,846	2,260,063	277	140	5,604	6,021	368,831	2,059,425	561,532	28,576	6,223
Bulgaria	1	307	308			3	3	68	308			
Burma	380	2,339	2,719	3		25	28	543	1,647	251	12	24
Canada	43,228	620,324	663,552	257	95	3,995	4,347	215,191	552,742	287,313	20,793	5,830
Chile	290	5,689	5,979	2	1	23	26	1,739	3,669	1,016		24
China	230	1,189	1,419	1	1	5	7	331	642			35
Colombia	282	1,782	2,064	2		3	5	789	1,417			
Costa Rica	234	2,261	2,495	1	2	66	69	2,283	2,250	4,664	12	
Cuba	2,206	19,916	22,132	18	2	67	87	10,123	17,548	23,463	139	6
Curacao	30	208	238		1		1		128			
Cyprus	236	2,807	3,043	5			5	941	2,164	332	4	
Czechoslovakia	3,327	105,179	108,506	44	13	1,130	1,187	38,240	91,147	36,597	125	356
Danzig	41	2,228	2,269			88	88	871	3,088	9		4
Denmark	4,434	282,725	287,159	32	12	1,111	1,155	42,923	279,751	7,109	9,092	1,853
Dominica	3	355	358			7	7	132	345	756		
Egypt	552	5,607	6,159	4		11	15	1,752	3,535	1,338	40	6
Estonia	1,152	6,756	7,908	9	2	13	24	4,286	4,913	6	3	1
Finland	8,144	216,229	224,373	43	23	797	863	42,232	198,903	40,475	2,439	3,683
France	9,804	202,456	212,260	62	9	965	1,036	55,197	131,806	36,090	234	1,717
Gold Coast	1,117	5,128	6,245	6	1	22	29	2,051	5,369	3,708	7	17
Greece	243	8,771	9,014	3	3	164	170	4,528	5,484		40	
Hawaii	2,020	5,764	7,784	5		15	20	1,605	2,585	5,288	37	200
Hong Kong	24	107	131	1		2	3	47	87	2		
Hungary	218	4,293	4,511									
Iceland	2	301	303	1			1	125	182			
India	2,847	20,728	23,575	20	10	283	313	15,437	16,006	9,592	153	331
Jamaica	5,498	30,542	36,040	10	17	481	508	23,358	29,113	68,833	150	139
Japan		8,002	8,002	79	1	28	108	31,914	30,265			1,024
Latvia	120	3,535	3,655	4	1	23	28	1,496	2,543			
Lebanon	224	1,327	1,551	2		24	26	1,398	990	1,531		
Lithuania	80	660	740			29	29	336	556			
Luxemburg	427	6,351	6,778		3	17	20	1,058	7,364	66		37
Malaya	2,707	8,522	11,229	3	2	7	12	1,667	3,583	4,809	59	215
Malta	4	3	7			1	1	1	3			
Mexico	11,841	129,093	140,934	50	41	299	390	51,921	97,014	37,945	1,493	1,313
Netherlands	2,766	63,139	65,905	55	18	177	250	28,127	65,256	11,026	71	371
Neth. East Indies	495	6,873	7,368	9		7	16	1,379	3,162	353	2	89
Newfoundland	105	2,959	3,064	4			4	451	2,901	531	9	
New Zealand	5,076	38,326	43,402	19	18	141	178	10,927	26,186	17,646	311	455
Nigeria	3,591	36,102	39,693	44	43	261	348	28,950	32,279	41,702	60	63
Norway	5,936	186,343	192,279	38	13	379	430	25,729	158,958	8,925	1,285	1,670
Nyasaland	2,296	4,829	7,125			1,246	1,246	67,997	6,769	3,023	114	3
Panama	325	1,019	1,344	2	1	33	36	1,162	1,061	2,979	65	2
Paraguay	68	939	1,007			3	3	364	616	93		13
Philippine Islands	2,674	31,242	33,916	30	6	62	98	11,045	19,787	14,716	9	66
Poland	967	49,353	50,320	23	6	952	981	36,309	49,000	8,022		39
Portugal	31	1,740	1,771	2			2	619	1,258		7	2
Port. East Africa	52	467	519			9	9	281	417	28	24	1
Puerto Rico	172	341	513	1			1	177	376	100		
Rhodesia (N.)	56	7,361	7,417			1,955	1,955	65,245	6,769	4,894	584	6
Rhodesia (S.)	1,814	4,549	6,363	1		443	444	19,184	6,438	11,957	259	1
Rumania	194	6,854	7,048			290	290	2,734	5,545	759		
St. Kitts	159	1,923	2,082	5	1	3	9	1,228	1,634	6,624	177	
St. Lucia	4	57	61	1			1	4	58			
St. Vincent	7	69	76		1		1	101	98	152		
Sierra Leone	157	2,685	2,842			38	38	1,536	2,642	5,000		
South Africa	19,147	101,191	120,338	32	4	446	482	27,698	85,681	67,546	1,857	1,400
Sweden	14,583	260,386	274,969	52	29	1,346	1,427	54,815	256,390	45,474	5,232	3,783
Switzerland	14,435	200,132	214,567	2	17	1,083	1,102	33,299	209,401	18,210	604	941
Syria	162	1,779	1,941	3			3	766	916			
Trinidad	379	3,312	3,691	2	5	143	150	4,915	3,310	15,182		
Turkey	41	1,052	1,093	1			1	250	884	232		
United States	469,973	6,477,306	6,947,279	1,933	700	27,223	29,856	1,852,382	5,711,991	3,679,280	106,170	73,006
Uruguay	59	1,797	1,856	2		4	6	803	931	93		19
Venezuela	33	127	160		1		1	81	123			
Yugoslavia	1,932	34,310	36,242	27	4	73	104	12,831	25,350	9,617		
TOTAL	773,264	11,743,603	12,516,867	3,464	1,348	53,286	58,098	3,341,308	10,503,316	5,273,447	184,156	108,253

Please Do It Right

We are experiencing considerable difficulty in the office because the brethren do not pay proper attention to filling out their subscription blanks. The street number is sometimes wrong, or the name is wrong, and in some cases even the state is wrong. This should not be. It means that the party who subscribed is not going to receive his magazine on time. It means double work in the office here and general dissatisfaction because of negligence on the part of some of our brethren.

We are going to ask all company servants, pioneers and auxiliaries and everyone else who forwards subscriptions to this office to check the name, initials, street, number, town and state very carefully before sending them in. Please do this, that the Kingdom work may go ahead with greater effectiveness and to the glory of the Lord.

A New Arrangement for Handling Coupons

Beginning with the time you receive this *Informant*, brethren who have been collecting coupons for literature will forward all such coupons to the Society's office at 117 Adams St., Brooklyn, N. Y. Do not in the future send them direct to the Premium Department in Jersey City as heretofore.

Count these coupons, pack them as instructed, and forward them to this office. We will see that they are properly rearranged, checked and forwarded to the Premium Department, with proper credit entered to your account. (See *Informant* for September 1936.)

"Crusade Against Christianity"

A book recently published in German by a European publishing house, under the title "Crusade Against Christianity", will be enjoyed by all the consecrated reading German.

The Society has a supply of these publications and you can place your order now. Paper bound, 85c. Cloth covered, 50c.

The Messenger

Material is now prepared for *The Messenger*, which is the convention report, a 64-page magazine being placed for 10c a copy. Companies should order immediately. Find out how many you need to supply all the brethren in your company. Send in a remittance to cover the order. All orders should be in to the Watch Tower no later than the 20th of October.

Much Work to Be Done

New Year Begins with *Warning*

Even though the greatest campaign of all times has been concluded, also the greatest convention of all times, our job is not yet finished, and will not be until every vestige of the Devil's organization is cleared off the earth.

With Brother Rutherford's fearless declaration on Saturday, September 10, which declaration reached the ends of the earth, that 'Jehovah's witnesses will from this day forth be on the offensive against all enemies of Jehovah God and his kingdom', ours is no longer a defensive position, but that of aggressively pushing the battle to the gate. With that clarion declaration of Jehovah's commission to his people ringing in our ears, what lover of righteousness can now hold back from straining at the leash? The determination on the part of each one is to be up and at them with the equipment with which the Lord has supplied us.

"Warning"

The Lord's warning to all creatures; but the privilege and responsibility for delivering that warning to the people the Lord has placed upon his anointed and their companions on earth. No one who sees the issue now will side-step his responsibility. October begins the new year and should see over 30,000 publishers in the field in the United States alone, every man at his post carrying to the people the warning that the Lord supplies.

November Work

Not all the territory can be covered in 31 days during "JEHOVAH'S BATTLE" Testimony Period; therefore during the month of November the brethren will energetically push the booklet *Warning* in territory not already covered. This booklet should have a wide distribution. Always carry with you bound books, arrange for back calls and leave *Warning* with as many people as possible.

INFORMANT

NOVEMBER, 1938 | 'Be not afraid: the battle is God's.'—2 Chron. 20:15. | BROOKLYN, N. Y.

"Vindication" Books for "Faithful and True" Period

Thrilling Offer! "Vindication" 1, 2, 3, on Contribution of Only 35c

Every Publisher Should Place at Least One Set

Warning Also to Be Offered

Shall We Have 35,000 Publishers???

Jehovah has revealed to his 'faithful and true' witnesses, in the publications *Vindication* 1, 2, and 3, his glorious universal organization; also the wicked and cruel organization of Satan, and his (Jehovah's) purpose soon to utterly annihilate Satan and all his religious cohorts, that all people who love righteousness may know that Jehovah is the only true and almighty God. Therein is disclosed also the grave responsibility of the anointed and their companions of now widely warning the people of this impending destruction, and the urgent necessity that the people of good will ride in the chariot of the Greater Jehu.

By the most gracious provision of the Lord, we are privileged to offer these three books on a contribution of only 35c, thus bringing this message well within the reach of all people who love righteousness. Also, during December, if you have no *Vindication*, you may offer *Preparation* and *Warning* on a contribution of 25c, dropping to *Warning* alone on a 5c contribution if they do not take books.

Necessarily now the obligation is laid upon all the anointed and their companions to bring this unusual offer to the attention of as many people as possible throughout the 31 days of December. Each company should set as its goal the distribution of all the *Vindication* books in stock and as many *Preparation* and *Warning* as possible. Make it at least one set of *Vindication* per publisher.

Offer Most Seasonable

This wonderful offer comes at the most appropriate time of the year. It is during December that the people are "'Christmas'-shopping-conscious," so called—they are on the lookout for the best bargains that they can get as presents for their friends and for themselves. This false sense of 'good will toward men', which has been foisted upon them by the religionists, can be used to their advantage by bringing to their notice an offer that they cannot duplicate elsewhere. *Vindication*, Books 1, 2, and 3, on a contribution of 35c cannot be beat!

Use Own Stock

Most of the companies have a plentiful supply of *Vindication*, *Preparation*, and *Warning;* so there will be little need of companies' ordering for this campaign, except *Vindication* to make complete sets. The stockkeeper should arrange to have an exact count of this literature on hand as of Sunday, November 13, and post this information so that all publishers may know what is to be put out. This information is to be kept up from week to week until the campaign is over. The company servant should see to it, by the time of the last service meeting of November, that all the publishers have on hand at least one or two sets of *Vindication*, some *Preparation*, and a good supply of the *Warning* booklet. All should be fully armed to start this campaign December 1 and place all of them by December 31.

Pioneers and Auxiliaries

Pioneers and auxiliaries located in company territory should arrange to draw on the company stock of *Vindication*, *Preparation*, and *Warning*, ONLY. The company servant is hereby authorized (during this campaign only) to transfer to pioneers and auxiliaries as much of this stock as they can use, on credit, on their word that their account is in good condition. At the end of December, that proper adjustment may be made on the different accounts, the company servant is to send in a statement signed by himself and the pioneer or auxiliary showing the literature so transferred. This ONE NOTICE, covering literature turned over to each individual, will be all that will be necessary to send in to this office. It only causes confusion if both parties notify this office of the transfer.

Isolated Pioneers and Auxiliaries

Pioneers and auxiliaries not located in company territory, as well as those companies that have but a limited supply of this campaign literature, should send in their orders at once to Brooklyn for whatever *Vindication*, *Preparation* and *Warning* are required. We will promptly arrange to fill your order from our own, or, if possible, from some nearby company stock. Brethren whose accounts are in poor condition should accompany their order with remittance to cover.

Territory to Be Worked

During December the brethren should return to their urban territory, to the large towns and cities. The territory servant should immediately line up and assign such territory as can be best witnessed to in cold and inclement weather. The purpose should be to aid the publishers in calling on as many people as possible during the winter months.

Additionally, the back call servant should arrange for the publishers to call on all the interested ones on his list with this special *Vindication* offer, not only that they can take advantage of this opportunity for themselves, but that they can also be encouraged to get a set for their friends.

Carry Your Phonographs

Introduce the phonograph as quickly as you can. Run records "Relief" and "Resolution", P-151, P-152. Briefly present the *Vindication* offer, pointing out the need of studying them at this crucial time. If they cannot take these books, endeavor to leave *Warning* at least. Those brethren who because of infirmity or for other reason cannot carry along sets of *Vindication* should stress *Preparation* and *Warning* on a contribution of 25c or *Warning* alone on a contribution of 5c.

Where there is interest manifested, arrange for a back call for the "Warning" and "Violence" series. Use every means at your command to aid the interested people in recognizing that Jehovah is supreme and that their safety lies in aligning themselves under his organization. The sound servant should see that all phonographs are in working condition and in use and that the brethren have record P-151, P-152.

December Report

On the December report card, in the column "Books" is to be shown the total number of *Vindication* and *Preparation* (as well as any other books) that have been placed during that month. In addition, the companies and auxiliaries are to show at the bottom of their December report card the number of complete sets of *Vindication* placed, by stating there, "Placed ..... sets of *Vindication*," and giving the number. All companies and auxiliaries giving this information will receive a credit on their account of 25c and 13c a set respectively. If this information is not on the December report, it will be assumed that the company or auxiliary so reporting is desirous of helping the Society to bear the burden of this special reduction. As the cost to pioneers is already very low, no credit will be given on sets placed at this special rate.

Warriors All

This "FAITHFUL AND TRUE" period should see all the soldiers of the Kingdom wielding the sword of the spirit to the honor and praise of Jehovah and his King, Christ Jesus, and to the continued perplexity and pain of the religionists and their Godless allies. This period should start us well on our way toward our goal of 35,000 publishers as well as clear the decks for the great battle to be fought during the world-wide campaign of January-April.

"Warning" Going Well! Don't Stop!

Our Work During November

In another part of this *Informant*, the "FAITHFUL AND TRUE" testimony period, during December, is outlined. While the booklet *Warning* will be offered in connection with the bound books *and should be left at every call*, it will be impossible to cover a large territory, due to handling more literature, and it will be necessary to concentrate on getting this booklet into as many homes as possible before the December campaign opens.

Therefore we will continue throughout the month of November to offer the *Warning* booklet to the people on a contribution of 5c, and leave the booklet in quantity of 6 on a 25c, 13 on a 50c, or 26 on a $1.00 contribution, with those who show particular interest and desire to have a share in this important work.

"Warning" is not just the title of another booklet; the booklet contains an ultimatum from the Lord to the Fascist-religious totalitarian crowd and an invitation to those of good will to serve God and Christ the King and live. The obligation is laid upon Jehovah's witnesses and their companions, the Jonadabs, to deliver this message—an obligation that cannot be side-stepped.

Continue to use the new record, "Relief," "Resolution," P-151, P-152, in the regular house-to-house witness, which will materially aid you in arranging for studies in the homes of the interested ones. At these back calls, use the "Warning" and "Violence" series of records.

The Judge Let 'Em Have It, Fascism or Freedom

Thrilling Meeting

Splendid Lecture for Back Calls

The speech "FASCISM OR FREEDOM", by Brother Rutherford on Sunday, October 2, at Mecca Temple, was an event that you had to be actually in the audience in order to appreciate. Brother Rutherford was at his best. His masterly delivery of one barrage of irrefutable evidence after another against the bulwark of the Devil's Hierarchy Fascistic combination was thrilling. The audience was held spellbound throughout.

Over an hour before the meeting commenced the main auditorium, with its three massive balconies, was filled to overflowing. Then the large auditorium downstairs, used for an overflow, was filled in a very short time. Long before the meeting started all the halls, including the hall for the overflow meeting, staircases and every available space where a person might stand, were filled up and crowds were being turned away. This was beyond the comprehension of the Mecca Temple employees, who told us before the meeting that it was useless to get an overflow hall, as they had never filled the main auditorium in the

(*Continued on page 2, column 4*)

"Face the Facts" Going to 12,000,000 Homes

Four-Month Campaign Begins January 1

Special Offer with "The Watchtower"

Plan Now for Greatest of All Witnesses

It is not the purpose here to go into the details of the next world-wide campaign, when the booklet *Face the Facts* will have a tremendous distribution, but merely to make announcement of that campaign so that you may prepare, arrange territory and good-will names, and get ready for the offensive battle ahead. *Face the Facts* is to have the greatest distribution of any message, and, by the Lord's grace, this will be accomplished by his chosen people and their companions.

Time

On January 1, 1939, everyone will be prepared, world-wide, to carry to the people of the earth this message and will press forward, even though it is winter in the Northern Hemisphere when the campaign begins. It will continue until April 30, by which time spring will have begun and we shall be able to wind up the campaign with a tremendous rally. The four months of the campaign will include two testimony periods: the one usually held in February, and the other the world-wide testimony period.

The Offer

Face the Facts, a 64-page booklet, will contain the lecture by that title as well as "Fill the Earth", the speech delivered by Brother Rutherford at the Royal Albert Hall on Saturday, September 10. In the latter speech it is pointed out that more information about Jehovah's mandate to righteous creatures to fill the earth is supplied in *The Watchtower*. It is essential, then, for the lovers of righteousness who read this booklet to have access to *The Watchtower*. Therefore the offer will include the *Watchtower* magazine. In fact, it will be a special offer: *Enemies*, *Riches*, or any other bound book written by Judge Rutherford, and the booklet *Face the Facts*, will be left with the people free when they subscribe for *The Watchtower* for a year. Only $1.00 in the U.S.A., or $1.50 in foreign countries.

Companies, pioneers and auxiliaries, by now, have thousands of names in their files. All of these persons will be called on with *The Watchtower*, one of the bound books and *Face the Facts*. It is hoped that during these four months 100,000 new subscriptions for *The Watchtower* will be obtained, one million bound books distributed, and twelve million *Face the Facts*, this being the world-wide quota. Wherever people do not subscribe for *The Watchtower*, there we will leave with them the bound book and *Face the Facts* on contribution of a quarter. In every home where the people are interested and will read, they should be left a copy of *Face the Facts* on contribution of 5c or less, or even free if they are unable to contribute. Such contributions will make it possible to print more. This message must go far and wide. Where persons are really desirous of reading but their circumstances will not permit them to make even the small contribution of a penny, leave *Face the Facts* with them and arrange for a back call with the records.

Sound Equipment

During this world-wide campaign with *The Watchtower*, *Face the Facts* and a bound book, records will play a very important part, because many back calls will have to be made. It is therefore essential that every company have on hand a good supply of records, particularly the ones announced in this *Informant*, which records are "Face the Facts", "Fill the Earth," and "Fascism or Freedom". Everyone in the theocratic organization will appreciate the real need of preparing for this, the greatest of all campaigns, and by the Lord's grace it will equal the last previous campaign of this kind and surpass it. It will mean real work, hard work, and a progressive fight, and therefore we announce at this early date a few of the points relative to the campaign. Your next *Informant* will carry all the details. In the meantime we will add to all company orders a consignment of *Face the Facts*. Pioneers and auxiliaries must order their supply.

35,000 Publishers for 1939

New Year — New Quota

The month of October ushers in another year of service in the Kingdom for Jehovah's witnesses and their companions, the Jonadabs, who recognize Jehovah as supreme and delight to acknowledge his new Theocratic Government, under Christ, and place ourselves under its laws. We rejoice to have had a share during the past year in heralding the Kingdom tidings, and confidently look forward to a year of increased privileges of serving Jehovah, now that the time has arrived for a better and more completely harmonious organization for the service of the Lord, He having made his approved servants peace and righteousness, and who are in complete harmony and united in action.

The two important messages from London during the recent world-wide convention and the one from New York city on October 2 have renewed within the Lord's people, both anointed and Jonadabs, a determination to let nothing separate us from the love of God and participation in his service. With confidence, knowing that the battle is Jehovah's and the victory certain, let us fearlessly face the enemy, alert and subject to the commands of God's great Field Marshal, Christ Jesus.

The world-wide convention witnessed many newly interested Jonadabs taking a firm stand for Jehovah and his righteous kingdom, engaging for the first time in the actual field service, joyfully saying to those with a hearing ear: "Whosoever will, let him take the water of life freely."

The August *Informant* stated: "In the United States alone [during June] there were 31,110 publishers in the field—a new peak—showing the continued increase of the multitude." In view of the advent of Jehovah's Theocratic Government, with many new ones now appreciating the privilege of service as subjects thereof, the peak of publishers reached in June will be far surpassed, and so a new quota is set for the fiscal year 1939, namely, THIRTY FIVE THOUSAND PUBLISHERS. This will call for wide-awake action on the part of every true lover of righteousness in the Lord's army of witnesses. Each publisher will determine to be consistent in service (*turning in service reports regularly and promptly*) and also to place the matter of now being servants of Almighty God in its proper light before the interested ones at back calls and at study and service meetings. This is a responsibility on all Kingdom publishers, and especially company, zone and regional servants.

Companies should keep a close check on the matter of increase in publishers. Each company should have an up-to-date list of all company publishers on file. All associated with the company organization and not now publishers should be encouraged to have a share in this 'strange work' of the Lord now progressing.

In the strength and by the favor of Jehovah of Hosts, we will reach and exceed the new quota of THIRTY-FIVE THOUSAND PUBLISHERS!

New Organization Big Help

Effective October 1 the companies of the Lord's people were reorganized under Jehovah's Theocratic Government in full harmony with the Scriptural requirements. The regional and zone servants are now going from company to company and in every way possible assisting the reorganization so that a more efficient and greater witness may be accomplished. Some companies are wondering why on October 1 the zone servant did not call on them. He will within the next few months. In due course every company will be notified of the date of the zone servant's arrival, and at which time he will go into all details relative to the organization instructions. Meantime every company should carry on with its present servants according to the new organization and function until new appointments are made. Regional servants, zone servants and company servants will all look well to the Kingdom interests and assist all publishers to have a share in these interests.

Remember: 35,000 PUBLISHERS our quota for 1939.

Are You Properly Prepared with Sound Equipment?

In order to properly carry on the Kingdom field service each publisher should have a phonograph. We are now prepared to fill all orders for these as they are sent in. Find out what the company requirements are, how many more can be used, and send in your orders.

We can also ship No. 4 sound equipment as soon as ordered. The cost is $140 to all publishers; and provision is made, for those not able to pay this all at once, for sending in a $50 down payment, and a year is allowed in which to pay it out. Get yours now.

If you wish your wet-battery PTM converted into a No. 3 sound-car equipment, this can be done for $80, with $10 additional if you desire microphone. This also may be obtained on time, with $40 down payment and the balance in a year. The Society will recondition your present PTM machine and make it like new, as well as make your turntable two-speed. The sound equipment is doing a wonderful work. Get some, and then see that it is put to plenty of use.

New Records for Winter Work

Back Calls to Be Made by Every Publisher

The importance of back calls cannot be overstressed. It is at back calls that the newly interested are brought together and fed with the provisions the Lord has made for them, the Kingdom message in printed and recorded form.

Never before was the Lord's table so bountifully supplied with provisions as right now. We have all the rich food recorded and printed in the past. In addition, we have the new recordings containing "Face the Facts", "Fill the Earth," and "Fascism or Freedom", all containing a vital message of judgment, warning and life for the people.

A letter was sent with this *Informant* describing the Society's arrangement for supplying these and other records at a much reduced rate up until December 31 of this year. Each one should get busy immediately. Check up on your needs and put through your order, that you may be thoroughly equipped to carry out this commission from the Lord. This letter was headed "Turn On the Heat". This is no time for tranquil complacency; this is a time for war. Let everyone be on the alert always to take advantage of every opportunity for arranging for a back call. In addition, use the recordings in your own Kingdom hall, schoolhouses, abandoned churches, club rooms, private homes, auditoriums, on your PTM, and on sound cars. Loan them to interested people. In short, take advantage of every opportunity to use them to the glory of the Lord.

Let us make the coming fall and winter the greatest period of back-calling we have ever had to date.

(*Continued from page 1, column 4*)

past. There were over 7,000 people privileged to hear the speech in these halls.

As you know, the lecture was also broadcast by more than 60 radio stations. Many of you, undoubtedly, heard it. We hope that everyone who listened in complied with Brother Rutherford's request and wrote a letter to the radio station, commending those who properly broadcast the lecture and telling those who cut it off what you thought of their unjust, un-American and cowardly procedure.

There were approximately 1,400 requests from interested parties at the meeting for copies of the speech, and thousands more have come in by mail.

That thrilling speech that held the audience in Mecca Temple spellbound will, undoubtedly, have the same effect upon the people for whom you play it in their homes and in your auditoriums. Order your supply of this lecture, and make good use of it.

Reports

A year's supply of report cards is being sent to all pioneers, auxiliaries and companies, accompanied with detailed instructions as to how they are to be made out. Special care is to be taken to see that prompt and complete reports are submitted at the end of each month. It will greatly aid this office if you will comply with these simple instructions.

Companies should keep an accurate record of all publishers in their territory, as well as a list of all the interested ones. Everyone should be encouraged to engage in the witness work at least once every month, with regular publishers maintaining an average of at least 15 hours a month.

INFORMANT

DECEMBER, 1938 'Be not afraid: the battle is God's.'—2 Chron. 20: 15. BROOKLYN, N. Y.

"Watchtower" Campaign Four Months Long

New Peak in Publishers Should Surpass 35,000

English-speaking Countries to Receive More than 12,000,000 "Face the Facts"

Everything in Readiness for Tremendous Advance

The Multitude Must Hear

On September 11 Brother Rutherford delivered the lecture "FACE THE FACTS" before a vast audience, both visible and invisible. Thousands of those who heard have already heeded the admonition given and are now on Jehovah's side fighting for the Kingdom. Millions more will be given the opportunity to hear. Are you, as a publisher for the Kingdom, ready to move forward in the greatest witness yet given? A glorious fight is just ahead.

Time

The world-wide witness will begin January 1, 1939, and continue until April 30. This period of time includes two testimony periods. When you see the names of the February and April periods on the Calendar you will more fully appreciate the importance of the work and the message that must be given. "But it is wintertime," someone says. Does the Devil's organization stop fighting in the winter? No. Neither will Jehovah's witnesses. The time has come to press the battle to the gate.

Offer

This four-month campaign is generally known as the "*Watchtower* Campaign" because the most important magazine ever printed will be featured. The special offer consists of a year's subscription for *The Watchtower*, a copy of *Enemies*, *Riches* or any other bound book published by the Society, and the booklet *Face the Facts*, all on a contribution of one dollar.

The Watchtower is the means used by Jehovah to feed the lovers of righteousness, and we must see that they get this magazine. To those who cannot subscribe for a year, offer a six-month subscription for a contribution of 50c, with a copy of *Face the Facts* free, but not a bound book. Those who want just a bound book should be offered *Enemies*, *Riches* or some other recent book, along with *Face the Facts*, on a contribution of 25c. Persons who decline to subscribe for *The Watchtower* or to take the book should by all means get a copy of *Face the Facts*. Stress the importance of this booklet at every place you call; and when nothing else is taken, offer *Face the Facts* for anything they wish to contribute, or free if they are sincere, express a desire to read, and are unable to contribute. In order to place the millions of *Face the Facts* booklets, we must try to leave a copy at every home, even though they will not consider *The Watchtower* or bound books.

This campaign is as far-reaching as any radio broadcast has ever been, because we expect in four months' time to call on at least FIFTEEN MILLION homes in the United States, two-thirds of which should take *Face the Facts*. That means work; so plan now.

"Face the Facts" In Foreign Languages

Because of its importance, *Face the Facts* is being translated in every language possible, so that it can be placed in the hands of anyone who will read. Just as fast as these booklets are published in the various languages announcement will be made in the *Informant*, and the company servants and pioneers should order the supply necessary for their territory.

The World-wide Quota

The quota for this campaign has been set at 100,000 *Watchtower* subscriptions, one million bound books and twelve million *Face the Facts*. That means that every month at least three million booklets and 250,000 bound books must be placed, and 25,000 subscriptions for *The Watchtower* obtained. If each publisher strives to make the individual quota set out elsewhere in the *Informant* the world-wide quota will be reached without difficulty. It isn't high. If we place the Kingdom above everything else, put in the hours in door-to-door witnessing, in back-call work, and talk the Kingdom every hour of the day possible, this quota of twelve million booklets, one million books and 100,000 subscriptions will be easily reached.

New Publishers

Since the world-wide convention of Jehovah's witnesses thousands of newly interested have been coming to the company studies. These are beginning to see their privilege of service and their responsibility, and we should do all we can to assist them. The campaign begins on Sunday, January 1. Monday, January 2, will be a holiday for most of the brethren. With these two full days to devote to the service, the *Watchtower* Campaign should get off to an excellent start, and we sincerely hope that at that time there will be 35,000 publishers in the field, shouting aloud the praises of the Lord.

For the Aid of the Publisher

Jehovah has been good to the people in the earth who want to be his witnesses, by providing them with equipment. In this campaign one of the best instruments we have is the phonograph. Thousands of these are in use in this country, and every month more are being sent out. For the *Watchtower* Campaign Brother Rutherford has made two new records, which will assist the publishers in obtaining *Watchtower* subscriptions and in making back calls. "Miracles," P-153, is a splendid record to run for the people at the door, because it makes them want to hear the thrilling speeches "Face the Facts" and "Fill the Earth". In 4½ minutes through this short speech Brother Rutherford will arrange a back call for you. All you have to do is to set the date and take the other records to them.

The other side of this disc, P-154, entitled "Instruction", tells the people in a convincing, pleasing manner why they should read *The Watchtower*. After running this record all you will have to do is to show the people a sample copy of *The Watchtower*, the book *Enemies*, and *Face the Facts*, then tell them about the special offer. You can show them how to use *The Watchtower* and inform them where studies are held in the city and how they can get there. You may be able to call for them with your automobile. Anyway, they need the *Watchtower* magazine. They should study it, and if they do they will soon become a part of the Lord's organization. This is a *Watchtower* campaign. We must talk *Watchtower*. We must use this record "Instruction" to obtain *Watchtower* subscriptions. Therefore the phonograph is going to be a great aid in this campaign in reaching our quota.

Additionally, for the benefit of those persons who do not have a phonograph, Brother Rutherford has provided a testimony card, which is being consigned in a few days. Every publisher should have one of these testimony cards, particularly those publishers who do not speak English very well. The Society is trying to aid the publishers in every way possible to make this the greatest of all campaigns. Our equipment consists of a new record, a new testimony card, sample copies of the latest *Watchtower*, *Face the Facts*, the bound books, *Watchtower* subscription blanks, back-call slips, and plenty of time for field work and back calls.

Back Calls

If you are not able to obtain *Watchtower* subscriptions on the first call, but the people show interest and take a bound book or *Face the Facts*, arrange for a back call. Take with you one of the recent series of records, such as "Fascism or Freedom", "Fill the Earth," "Face the Facts." Run the lecture through completely, then answer such questions as they may ask. Again present the *Watchtower* magazine. Call back a week later at their convenience, and run "Fill the Earth", preceded by "Miracles", and then we suggest you close with Brother Rutherford's record "Instruction". Even though they have heard it, let them again hear why they should read *The Watchtower*.

To all persons subscribing for *The Watchtower* point out the importance of their attending *Watchtower* studies as well as service meetings. Thoroughly acquaint these people with the work the Society is doing. Give them an opportunity to read, and check up each time you call to see if they have any questions on the material they have studied. Keep in mind that all this time spent in back-call work is counted as time in the field service.

Servants in the Company

As a result of the new organization which has recently taken place, the Lord's people are now better equipped to enter a campaign than ever before. The servants in each company have an important part to perform in the preparations for the *Watchtower* Campaign. Every one in the company must look well to the Kingdom interests committed to him, but the appointed servants have an added responsibility.

Company Servant, have you checked with all assistants? Have you cared for all of the detailed arrangements for this campaign that are necessary?

Stockkeeper, have you ordered the literature for this campaign? Do you have your supply of *Face the Facts*? Is your consignment on the way? Do you have plenty of bound books. *Enemies*, *Riches*, and others? Are your sample *Watchtowers* ordered? Is your Distributors' subscription entered with the Society? Are you in position to supply every publisher with the weapons of war?

Secretary, are you prepared to assist the company servant in every detail? Will you be out in the field with witnessing parties weekdays, evenings, Saturdays and Sundays? Have you made arrangements for the handling of *Watchtower* subscriptions? Are you thoroughly acquainted with all of these details?

Treasurer, are you prepared to as-

(Continued on page 2, column 1)

Have You Begun to "Turn on the Heat"?

No Time to Lose

Keep New Records Busy

"Miracles" Will Help Your Back Calls

By now thousands of sets of the new records "Face the Facts", "Fill the Earth" and "Fascism or Freedom" have gone out to the publishers. These records should be kept in constant use, not put on the shelf and allowed to remain idle. Those who heard these lectures when they were originally delivered will never forget those thrilling occasions. But now we must take these messages from the Lord to millions of people and warn them of what is about to come to pass, so that those who desire life can forsake religion and take their stand on Jehovah's side.

At the time the radio chain was being arranged for "Fascism or Freedom" many companies throughout the country were anxious to have this lecture wired into their kingdom hall. Now you can reproduce that talk just as it was originally given, not only in your kingdom hall, but also in your home, in your neighbors' homes, on back calls—in fact, you should spread it from one end of your territory to the other. Let's show our zeal for Jehovah's cause and turn on the heat on the Devil's crowd. The religionists set up a great howl when these lectures were given over the radio. Let's make them howl some more. In some places Catholic-Fascist opposition frightened radio stations into refusing the lecture after having contracted to take it. Are we going to allow the enemy to gain a victory in such places? No! Now is your opportunity to let the people know the facts, and also to let Jehovah's enemies know that they cannot succeed in suppressing the truth.

Every name in the company's back-call file should be gotten out and the person be called on with these new records. Make a definite appointment and have the people invite their neighbors and friends. We suggest that on back calls, as well as at meetings you arrange in halls and other places, an entire lecture be run at one time, without stopping after each record to answer questions or carry on a discussion. Let the people feel and appreciate the fire, the enthusiasm and the importance of these lectures as they were given in their original setting.

In addition to using these records on back calls, meetings should be arranged in halls, clubs, schoolhouses or any other place where you can get people to assemble. To aid in advertising such meetings, the Society has prepared a special folder with space for you to stamp in the location and time of meeting. These can be ordered immediately. They are 40c a thousand to companies; free to pioneers. Make back calls, and plenty of them. Use the records, so that they may hear. But the back calls must be made.

Lecture "Fill the Earth" to Start Off Special Campaign

Every publisher, every person attending studies, and every party on whom back calls are being made, should be sent a special invitation to attend the lecture "Fill the Earth", to be given during the week beginning Sunday, December 25, in your kingdom hall. We recommend that the time chosen be your regular service meeting. By using two phonographs, you can run the entire lecture "Fill the Earth" in 50 minutes. Following this, 20 to 30 minutes should be devoted to the service meeting, at which time you should set out the final details of the campaign and arrange for the witness on Sunday, January 1, which is the first day of the world-wide campaign with *The Watchtower*, *Face the Facts* and a bound book, either *Enemies* or *Riches*, on a contribution of one dollar. It will also be the first day on which we shall try to make our new quota of 35,000 publishers.

Talk this meeting during the whole month of December. Even though the lecture "Fill the Earth" has been run for the company before and you have studied it in *The Watchtower* and used it on back calls, it should be run again for the aid and comfort of all the publishers as they move forward in this new campaign. We hope that in the United States alone at least 70,000 persons will hear this lecture during the week and that at least half of them will be publishers the following Sunday.

If you have not ordered your new records yet, do it now. Be ready for the fight ahead.

Reporting Subscriptions

The new report cards for pioneers and companies provide a space for reporting new subscriptions. In this space should be reported all NEW subscriptions for *The Watchtower* and *Consolation*, whether for six months or for longer. Never report renewals.

Company publishers will report new subscriptions on their "Publisher's Field Service Report" slips. Strike out the heading "Number of Persons Obtaining Literature" and write in the heading "Subs", and report the new subscriptions in this space.

The company servant, before sending in the report card to the Society, should check with the secretary to make sure that the total number of new subscriptions sent to the Society during the month is reported on the card.

"My Daily Kingdom Service" For Company Publishers and Pioneers

In a few days there will be sent sufficient special forms for each publisher. All who love the Lord and are making the King's work their first business in life will wholeheartedly engage in this world-wide campaign. They will be determined to make their individual quota, and much more if possible. To enable all publishers to know whether they are keeping up with their quota, the Society has supplied the "My Daily Kingdom Service" record sheet. Each day the publisher goes out in the field, not only is he to make out a Publisher's Field Service Report (which report he is to turn in to the company servant at the first opportunity), but, also, he is to make record on the "My Daily Kingdom Service" sheet of the results of the day's activity. In this manner each publisher will be able to accurately keep tab on the number of books, booklets and subscriptions he has obtained and see whether he has reached his personal quota and how much over his quota he has accomplished at the end of this four-month campaign. These "My Daily Kingdom Service" sheets are for the publishers' own use—they are not to be turned in to the company servant, nor are they to be returned to the Society. Each one is to keep the "My Daily Kingdom Service" sheet in some convenient place where he can conveniently record his activities each day and can be daily reminded of what progress is being made and what more must be done.

The quota set for each warrior in the Lord's army for this world-wide campaign is:

Pioneers and Special Pioneers		
Booklets	Books	Subscriptions
1500	200	20
Company Publishers		
Booklets	Books	Subscriptions
250	20	4

More than 50,000 "My Daily Kingdom Service" sheets will be sent to *Informant* readers. If every one is alive to the present-day issue and will report to the company servant his activity, there is every reason for us to easily exceed our quota of 35,000 publishers. Also, if each one who is actively engaged in the witness work reaches his quota, we should readily attain our world-wide quota of 100,000 new subscriptions for *The Watchtower*, one million bound books distributed, and twelve million *Face the Facts* booklets. This is a big task that has been set before us, but, in spite of the ever-increasing opposition, we can successfully perform it if we all diligently do our utmost, by the grace and strength of the Lord.

(*Continued from page 1, column 4*)

sist the company servant in taking some of the witnessing parties to certain territory? Are you prepared to handle the remittances which should go forward with orders and subscriptions? In large companies the treasurer may assist the secretary in handling subscriptions.

Sound Servant, are all the phonographs owned personally and by the company in good condition? Have you checked them over? Are all the phonographs the company owns loaned out to publishers for regular use? Above all, do you have enough phonographs? Are your records in good condition? Have you ordered through the company servant the new series of "Face the Facts", "Fascism or Freedom," "Fill the Earth"? Do you have a good supply? Does every publisher in the company who uses a phonograph have the record "Miracles" and "Instruction"? If not, why not? Have you ordered them? Remember the special offer of P-153, P-154 at 50c until December 31. Get your supply now.

Back Call Servant, are all the Back Call slips in good order and ready to hand out to publishers? Will every newly interested person in your territory be called on and given the opportunity of hearing this new series of records and subscribing for *The Watchtower*? Have you a printed card inviting the people to your *Watchtower* study? Have you arranged for series meetings in halls, schoolhouses and homes? Are you going to try to make January to April inclusive the greatest back-call period in the history of your company? Are you making arrangements for the thousands of interested people in your territory to hear these lectures?

Territory Servant, have you cooperated to the fullest extent with the back call servant to see that territory assignments are given to the publishers so that they can work every day in the week? Have you prepared your territory for this campaign so that you are sure all of it will be covered in the four months? Have you arranged with the company servant and his assistants to have witnessing parties every day in the week for this four-month period, particularly Saturday afternoons and all day Sunday?

The Fight

Sometimes we hear a publisher say something like this: "We have just finished a strenuous campaign, and yet we are going right into a four-month campaign. Isn't there any rest?" No, there isn't. This isn't a time of rest. It is a time of war. We can't sit back now and wait two months for a nine-day period to come along, and then get out in the work. If we are for the Kingdom, everything else will be set aside and the interest of the Kingdom will take first place. The Lord says, "Seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you." Every publisher, every company servant and all his assistants must now seek first the Kingdom. That doesn't mean once a month or once in a testimony period, but means every day. All publishers who will share in the vindication of Jehovah's name and word must now with zeal move forward as one army, united under Jehovah's theocratic government, and show our zeal for the Kingdom. The fight is on. We are in the war and we know who will be the victor.

Order the New Records Immediately

"Miracles" and "Instruction", P-153, P-154, to Play Big Part in *Watchtower* Campaign

To aid the publishers in the field, a few days ago Brother Rutherford made two new recordings, P-153, 154, entitled "Miracles" and "Instruction". "Miracles" introduces the series "Face the Facts" and "Fill the Earth" and shows how Jehovah performs miracles today. It is a splendid record for arranging back calls. "Instruction" tells why a person should read *The Watchtower*. Every publisher will want to carry and use this disc in the door-to-door work.

From now until January 1 these records will be shipped at 50c each. Companies should order them in quantities. After January 1 the regular rate will apply, of 70c per disc. The 50c rate is made now because many thousands were made at one time. We expect that by January 1 the first order will all have been shipped out. In ordering, be sure to get one for every phonograph and sound car, and, if necessary, a few extra. A partial remittance should accompany every order for records. Balance will be charged to the company account, and remittance should be made as you receive the money. Pioneers will be furnished one record P-153, 154 free on order.

The two short talks by Brother Rutherford will play a big part in the *Watchtower* Campaign. **Be ready for action January 1, 1939. Get your record!**

Giving Booklets

The Watch Tower publications are placed in the hands of the people to aid them to learn of their privilege of fleeing to God's kingdom under Christ. Promiscuous giving of such booklets is not advisable, nor advantageous to the receivers, because most people receiving the same under such circumstances seldom read. Without reading the publication it does them no good. Many sincere persons today, however, are very poor and may desire such booklets or other literature for their comfort. If such persons when approached express their desire to read, then they should be given a booklet. Our advice, therefore, is that when such persons are found by publishers the publishers say to them: "If you will carefully read this booklet, I shall leave it with you, and if later you are able to make a contribution to aid others in having like instruction in the Scriptures, you may send such contribution to the Society."

1939 "Year Book" & Calendar

The December 1 *Watchtower* announces the new 1939 *Year Book* for Jehovah's witnesses and also the Calendar. Please place your orders through the company servant. All publishers should have the *Year Book* and read it daily. The text and comment for each day of the year provides rich spiritual food for the consecrated, and the annual report made by the president of the Society is thrilling. You will rejoice in the share you have had in the proclamation of the Kingdom and will want to do more during 1939. The Calendar portrays vividly the fight we are engaged in. Rates: *Year Book*, 50c per copy. Calendar: single copies 25c; five or more to one address, 20c per copy. Place orders with company servant, so that bulk shipment can be made, when possible.

Coupons

The coupons which we can redeem with the Premium Department in Jersey City are as follows: Octagon Soap Products; Kirkman Soap Products; Health Club Baking Powder; Ballard's Obelisk Flour, and Luzianne Coffee and Tea.

Carefully count and securely band these coupons in lots of 100's and send in minimum bundles of 1,000 to the Watch Tower, 117 Adams St., Brooklyn, N.Y., by registered mail. Each bundle is to be marked, showing the number and kind of coupons. A covering letter is also to be attached, showing the number, kind and value of coupons enclosed. Coupons are interchangeable; that is, your minimum quantity of 1,000 can be composed of the various coupons which we can redeem. It is not necessary to have 1,000 coupons of one kind. You must have at least 1,000 coupons before we can send them in to be redeemed, but this quantity can be made up of the various coupons listed above.

It is best to send these coupons in a cardboard box properly wrapped and addressed. Credit will be applied to your account as soon as the amount is received from the Premium Department.

Pioneer Territory Reports

County assignments to pioneers are good for one year; business territory assignments, for only six months. Pioneers holding such assignments should send in reports on these when the time limit expires, thus eliminating necessity of our tracing on you for your report. **When reassignment is desired, this should be plainly stated on front of territory sheet.**

Place "Vindication" Books

"Faithful and True" Period, Dec. 1-31

3 Bound Books the Feature

During the entire month of December, which is the "FAITHFUL AND TRUE" Testimony Period, every publisher should stress the offer of the three *Vindication* books on a contribution of 35c. At this amazingly low rate, *Vindication* 1, 2 and 3 should move fast, and we hope every company will make a special effort to clean out all its stock. Persons who cannot contribute 35c should be offered *Preparation* and *Warning* on a contribution of 25c. If they fail to take that, then offer *Warning* alone at 5c.

Every publisher should try to place at least two sets of *Vindication*. The company servant and stockkeeper should see that all the publishers get a supply of the *Vindication* books toward the end of November and use it in December. Then check your stock each week to see how it is going, and talk these three bound books at every service meeting. Stress these books on back calls and urge every interested person to get a set. If the company places all its *Vindication* stock, and has no more *Preparation*, use *Prophecy, Reconciliation*, or some other bound book, for the remainder of the month.

A testimony card will not be provided. Use your phonograph at every place possible, running the records "Relief", "Resolution" or "Awake". These records make a splendid introduction to the books and also help in arranging back calls.

As stated in the November *Informant*, the number of sets of *Vindication* placed should be reported at the bottom of your report card, if you desire credit on your account. Companies will be credited 25c for each set of *Vindication* placed and reported, and auxiliaries 13c. In reporting these sets, simply write at the bottom of your report card "Placed ..... sets of *Vindication*", giving number placed.

Each Company, Each Individual, Should Set a Quota for "Watchtower" Campaign

Keep a Chart of Your Progress

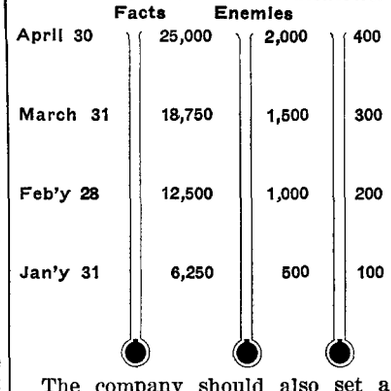
It has always been found profitable for the Lord's people to set a goal to aim at in their work. For the *Watchtower* Campaign the Society recommends the following individual quotas:

	Company Publishers	Pioneers
Face the Facts	250	1,500
Bound Books	20	200
NEW *Watchtower* Subscriptions	4	20

To aid the publishers in checking up on their progress each day during the *Watchtower* Campaign, special form headed "My Daily Kingdom Service" is being provided for each publisher. The company servant should see that each publisher gets one of these sheets. They are for the publishers' own information, and are not to be returned to the Society.

Each company should also set a quota, based on the number of publishers in the company. For instance, if you have had an average of 100 publishers during the past six months, then your company quota would be 100 times the quota for each individual; or, in other words, 25,000 *Face the Facts*, 2,000 bound books, 400 NEW *Watchtower* subscriptions. We suggest that each company prepare a "thermometer" chart like the illustration shown here, so that the publishers can see at a glance what progress is being made week by week. You will have one "thermometer" for booklets, another for books, and a third for subscriptions. The thermometers should be marked off, or graduated, to show where you should be at the end of each month. The figures in the illustration are based on a company of 100 publishers.

OUR QUOTA FOR WATCHTOWER CAMPAIGN



The company should also set a quota of publishers. If we are to reach our quota of 35,000 publishers for the United States, then each company should have an increase of about 15 percent over your peak of last year. If during your peak month you had 100 publishers reporting, then you should aim at 115 or more publishers for the *Watchtower* Campaign.

Notice

It has come to the Society's attention that one W. A. Mason, of Macon, Georgia, is sending letters to the brethren throughout the country offering to assist some pioneer if you buy pecans from him. Others claiming to represent this party go from company to company making similar profession. This is to inform everyone that the Society does not approve such, and that selling goods **and soliciting money in this manner is contrary to the Society's wishes.**

Company Servants, Please Note

Company servants are to mail to the Society, at the end of each month, one report card covering the month's activities. This card has the address of the Society printed on the front. The other card, which is not addressed, is intended for the zone servant and *should not be sent to the Society*, but mailed direct to the zone servant at his PERMANENT ADDRESS. Zone servants who have not advised all companies in their zone of their permanent address, **please do so at once.**

Stock on Hand in Companies

The 1938 inventory of stock on hand in the companies shows that a gradual decrease has been made in bound books from *The Harp* to *Enemies*. We anticipate that during the month of December the 60,000 sets of *Vindication* in storage with the companies will be pretty well cleaned out, if each publisher makes a special effort to place two sets.

The other bound books in storage should be kept in good condition. During the *Watchtower* Campaign the publishers will probably use a good many of them, because many of the new subscribers for *The Watchtower* will have had *Enemies* and *Riches* and should therefore be offered *Preparation, Jehovah*, or some other bound book. The inventory shows there is a total of approximately one million bound books on hand with the various companies throughout the country. The stockkeeper should look well to and care for their distribution to publishers.

Take advantage of the December campaign to place your *Vindication*.

Notice of Change of Address of Pioneers

All pioneers, both special and regular, should promptly notify this office of each change of address. Always use the "Change of Address" slips provided by the Society. These slips are for the use of the pioneers only, not for companies. Send in notice of your change of address at least one week in advance of change if located in the eastern states; two weeks in advance if in the western states. Before mailing the slip, be sure that all the information called for, including your complete new address, is PLAINLY and CORRECTLY written out. A separate change of address slip is to be made out by each pioneer, whether witnessing alone, in pairs, or in groups.

Forwarding Mail

Each time you move, be sure to leave forwarding address at the post office. Also, before moving, call at the post office to see if there is any mail for you. First-class mail is forwarded to your new address without charge, but not third-class mail, such as rolls of *Consolation, The Watchtower*, and the *Informant*. Such mail is forwarded by the post office only on receipt of proper postage. If you do not supply the postage when notified by the post office, or do not leave a forwarding address, the post office returns the package to the Society and we have to pay postage for its return. In addition, we have to check and trace to find your new address, which results in considerable delay. This delay and expense is avoided when pioneers follow instructions.

Just before any mail is sent to pioneers, all the change of address slips in the office are put through. Therefore, if these slips are in here in time and made out correctly, you will receive your mail promptly.

Notice to the Syrian Brethren

It was thought a year ago that *The Watchtower* might be published in the Arabic language. Sufficient subscriptions, however, have not been received to warrant the publication of *The Watchtower* in Arabic. Those persons who sent in subscriptions for *The Watchtower* in Arabic should immediately write as to what should be done with the money they sent for the subscription. If you want *The Watchtower* in another language, or books and booklets, we will apply the money to that. If we do not hear from you, we will consider the money you contributed for *The Watchtower* in Arabic as a donation to the Society.

The 100,000 "Watchtower" Subscriptions

What to Do When You Take a Subscription

How to Send Them in to the Office

Be Accurate—Write Plainly

In order that the 100,000 *Watchtower* subscriptions which we expect to get during the four-month campaign may be handled promptly and efficiently, please carefully note and follow the instructions set out here.

Use Forms Provided by Society

Each company and pioneer will be sent a supply of *Watchtower* subscription slips and Subscription Record sheets. The proper use of these forms will greatly aid us in promptly getting *The Watchtower* to new subscribers. When you need more of these forms, order them at once. They will be sent without charge.

Subscription Slips

The secretary, or an assistant selected by him, is to carefully check each subscription slip turned in by the publishers. See that the complete name and address of the subscriber is PLAINLY written. If the address appears to be incomplete, or is not legible, the secretary should see the publisher who turned it in and have it made out right. The name of the company should be written or stamped on each slip under the space marked "Sent in by".

Subscription Record Sheets

The Subscription Record sheets provide a convenient means of keeping a record of the subscriptions sent in, both for the Society and for the companies, so that if an error occurs a quick check-up can be made. These sheets are to be made out in duplicate. The ORIGINAL sheet is to be sent to the Society with the subscription slips and remittance to cover, and the duplicate sheet is to be kept on file for your company records. All the names and addresses on the Subscription Record sheet should correspond exactly with those on the subscription slips, and should be printed or written plainly. So far as possible, the subscriptions should be grouped together, all *Watchtower* subscriptions together, all *Consolation* subscriptions together, all six-month subscriptions together, and all foreign subscriptions together. The foreign subscriptions should be grouped last, and the language should be clearly marked, both on the subscription slips and on the Subscription Record sheets.

When a company or pioneer sends in three or more subscriptions at one time, a record sheet should be filled out. If less than three, they should be noted in the accompanying letter. Do not cut up a Subscription Record sheet to send in three or fewer subscriptions. These sheets are to be sent in whole. It is important that the name of the company appear on each subscription slip sent in by companies. Slips sent in by pioneers should be signed by the pioneer. Confusion will be avoided if pioneer subscriptions are not listed on the same sheet with company publisher subscriptions. They should be recorded on a separate sheet.

Number the sheets consecutively. It will save much time and work in the office if the subscription slips are enclosed in the same order as they are listed on the sheet. All subscriptions sent to the Society should be accompanied by a remittance. During the four-month campaign the company publishers will deduct 25c from the regular one-year subscription price to cover the cost of the bound book given away. This applies only to *Watchtower* subscriptions obtained through the special offer. On other subscriptions the full amount will be turned in and transmitted to the Society with the Subscription Record sheets.

Before mailing, check to see that the following are enclosed in the envelope: (1) the Subscription Record sheet with all the names and addresses listed; (2) subscription slips to correspond with the Subscription Record sheets; and (3) money order to cover the total amount of the subscriptions. Subscriptions should be mailed in at least once a week, and oftener if you get more than one sheet full.

Publishers Must Co-operate

In order for the secretary to perform his work properly, it is necessary that each publisher turn in his subscription slips correctly made out in every detail. When you take a subscription, get the person's complete name and address; and to be sure you have it correct, have the subscriber check over the slip personally. Make out these slips in duplicate, leaving with the subscriber the carbon copy, or a copy identical with the one you turn in. This slip, signed by you, constitutes the subscriber's receipt.

With each *Watchtower* subscription obtained on this special offer you will leave with the party a sample copy of the current *Watchtower*, the *Face the Facts* booklet, and one bound book. Before leaving the subscriber state to him that his first issue of *The Watchtower* will come in two or three weeks. In a few words tell him about the world-wide campaign, so that he may understand that a tremendous number of subscriptions are coming in to the office and that therefore a short delay should cause him no concern. Please do not tell subscribers that they will receive copies of *The Watchtower* "next week".

If a person wants his subscription to begin with any particular issue, mark on the subscription slip coming in to the Brooklyn office, "Begin with issue dated ....." If your slip is not marked, we will start the subscription with the current issue.

Each publisher is to turn in his subscription slips, with the proper remittance, to the secretary at the first available opportunity. For each subscription slip the publisher will also make out a Back Call slip, properly filled out and signed. The publisher taking the subscription will continue back-calling on the party as the interest warrants. If assistance is required for Model Study chairman, see the back call servant. Turn in the Back Call slip in the usual way. Note the territory number on the Back Call slip, so this will not have to be looked up by the back call servant.

Place Your Subscription for "Watchtower" Distributors' Copies

Watchtower Published in Many Languages

Every company should have an extra supply of the *Watchtower* magazine the same as they had of *Consolation* during the campaign last spring. The Society makes a special offer on English *Watchtower* distributors' copies of five copies to one address for a period of a year for $3.00. For each additional copy over five, add 60c a year. For this campaign the Society will accept six-month subscriptions on this basis, making it 30c for six months, per copy, if five or more copies to one address are ordered. We suggest that all companies begin their subscription with January 1, and recommend that the subscription be for a year rather than six months, as you will need extra copies not only for back-call work in this campaign, but also for newly interested coming to your *Watchtower* studies.

The company publishers should be able to get their sample *Watchtowers* for 3c, for field service. However, whenever copies are required for the *Watchtower* study, either by publishers or by strangers, they should be charged 5c a copy.

Distributors' copies subscriptions will be charged to the company account if desired, but a partial remittance, at least, should be made with the order, and the balance paid monthly until the charge is liquidated.

Where there are large foreign-speaking populations, such as Italian or Polish, you should have sample copies of *The Watchtower* in these languages. Herewith we publish a list of *The Watchtower* in foreign languages:

Language	*Published*	*Per year*	*5 copies to one address, per year*
English	SM	$1.00	$3.00
Bohemian	M	$1.50	$5.50
Dan.-Nor.	SM	$1.50	$5.50
Finnish	SM	$1.50	$5.50
French	SM	$1.50	$5.50
German	SM	$1.00	$3.00
Greek	SM	$1.00	$3.00
Hollandish	M	$2.00	$8.00
Hungarian	M	$1.00	$3.00
Italian	M	$1.00	$3.00
Polish	SM	$1.00	$3.00
Portuguese	M	$1.50	$5.50
Russian	M	$1.00	$3.00
Slovak	M	$1.00	$3.00
Spanish	M	$1.00	$3.00
Swedish	SM	$1.50	$5.50
Ukrainian	M	$1.00	$3.00

SM—semimonthly; dated 1st and 15th.
M—monthly; dated 1st.

During the four-month campaign the publishers will deduct 25c from the amount shown above for a year's subscription and turn in the balance. The 25c, of course, is to cover the cost of the bound book and booklet given away.

The rates to pioneers will remain the same as heretofore. Each pioneer will be supplied with five copies of each issue in English for samples.

So that a tremendous distribution of the booklet *Face the Facts* can be made, a special rate is being made to the companies, of 80c a hundred, and a special rate to pioneers.

Bethel Family Has Good Report for October

The kingdom publishers working at Bethel have a wonderful privilege. Not only do they spend more than 8½ hours in service in the factory and office each day, and, as time requires, put in many extra hours in their work, which is all necessary in carrying forward the Kingdom message, but much time is spent in door-to-door witnessing during evenings, Saturday afternoons and Sundays. In the first month of the fiscal year there were 201 members of the family engaging in the door-to-door witnessing, putting in 3,478 hours, which was an average of 17.3 hours per publisher for the month. It is a splendid average, considering that there was so much work to be done at the factory in preparation for the big campaign ahead with *The Watchtower*. Placements: 764 books, 12,469 booklets, and 64 new subscriptions were obtained. In October they made 676 back calls, and the sound attendance totaled 8,681.

New Publications

Since the printing of the March 1 cost list, the following items have come into stock:

English: *Warning, Face the Facts.*
Afrikaans: *Safety.*
Bohemian: *Safety, His Works.*
Chinese: *Safety, Uncovered.*
Chiwemba: *Good News.*
Cinyanja: *Uncovered, Choosing, Good News, Favored People, Hereafter, Health and Life, Liberty, What You Need.*
Danish: *Enemies, Uncovered, Armageddon.*
Estonian: *Home and Happiness.*
Finnish: *Enemies, Warning.*
French: *Preparation, Jehovah, Warning, His Vengeance, His Works, Favored People, Safety.*
German: *Enemies, Warning, His Works, His Vengeance, Favored People, Safety.*
Greek: *Safety.*
Hollandish: *Enemies, Warning, Home and Happiness.*
Hungarian: *Armageddon, His Works, His Vengeance.*
Italian: *Safety, Enemies.*
Japanese: *What Is Truth?*
Norwegian: *Enemies, Warning, His Works, Favored People, Keys of Heaven, What You Need, Safety.*
Polish: *Armageddon, Safety, Uncovered, His Works, Beyond the Grave, Keys of Heaven, What You Need, Cause of Death, Home and Happiness.*
Portuguese: *Cure, Armageddon.*
Russian: *Protection.*
Serbian: *Cure, Armageddon, Beyond the Grave.*
Sesuto: *Protection, Choosing.*
Slovak: *Cure, Protection, Choosing, Safety, What You Need, Cause of Death.*
Slovenian: *Harp, Creation, Cure, Armageddon, Where Are the Dead? Righteous Ruler.*
Spanish: *Warning.*
Swedish: *Enemies, Warning, Safety, Beyond the Grave, Cause of Death, His Works, Favored People.*
Tagalog: *Protection, Beyond the Grave, Righteous Ruler, Armageddon.*
Yoruba: *Safety, Armageddon.*
Xosa: *Safety.*
Zulu: *Choosing.*

WHEN ORDERING LITERATURE PLEASE PUT ON THE ORDER BLANK THE QUANTITY DESIRED IN FRONT OF THE NAME OF THE ITEM, NOT AFTER.

With This *Informant*

There is mailed herewith a letter of instruction relative to the Publishers' Record cards that are also being mailed with this *Informant*. Read carefully. Explain the matter at an early service meeting. Put this method of keeping records into effect immediately. Herewith also information on "Care of Phonographs".

Later

The Society is providing and will send under separate cover within a few days testimony cards for all publishers, to be used during the *Watchtower* Campaign.

Subscription Transmittal Sheets explained in this *Informant*.

Watchtower Subscription Blanks. If you need more, order them, as well as *Consolation* slips.

My Daily Kingdom Service sheets, one for each publisher. These to be used for the *Watchtower* Campaign by the publishers.

Phonograph Record List. This for use of the company servant and sound servant. Announcement should be made to the company of the records on hand.